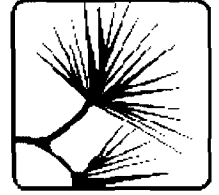






City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director 
Via Karen P. Brust, City Manager 

DATE: June 6, 2011

SUBJECT: Progress Report on Village Revitalization and Community Conversations

REQUESTED ACTION/RECOMMENDATION:

Receive report and provide input on progress of Village Revitalization and Community Conversations.

EXECUTIVE SUMMARY:

Staff has been completing tasks associated with Village Revitalization according to the schedule. To date, staff has developed and implemented the first tasks of the Outreach Plan, conducted Community Conversations, and initiated planning documentation.

DISCUSSION/ANALYSIS:

Village Revitalization

Staff has been actively continuing the process of village planning according to the schedule put forward at the April 25th City Council meeting. A working schedule of the entire Village Revitalization planning effort is attached in Attachment A. At that meeting, staff received direction and input on the overall work tasks and specifically the first efforts of the Community Outreach Program. Tasks and milestones are detailed in Attachment B, and progress is noted. To date, staff has: completed document review; determined the outreach program; initiated the input phase of outreach; completed the Community Conversations; and initiated drafting of planning documents.

Next steps include: continuing outreach to property owners and businesses; developing alternatives based upon community input; holding workshops with Design Review Board and Planning Commission; facilitating a community open house; developing the Village Plan, regulatory documents and CEQA documents; and reviewing, approving and the public vote.

City Council Action:

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Community Conversations:

A series of five Community Conversations have been conducted to gather input on the recommendations proposed by the Ad Hoc Form Based Code Advisory Committee and solicit opinions from a wide range of community members about Village revitalization efforts. The Community Conversations took place on April 28, May 3, May 15, May 26 and June 5, 2011 in different areas of the City, with the final meeting being noticed as a public meeting. Attendance varied between 11 and 35 people. During each of the conversations, attendees discussed revitalization topics, including relevant goals from the Community Plan, and provided input on various aspects of the Village.

Comments included those focused on land uses such as: requesting more residential serving businesses; encouraging mixed-use residential in the Village and maintaining the Village character. Input was received on the public realm and much discussion was held on the Camino del Mar Right-of-Way. Comments included: enhancing the pedestrian areas; discouraging through-traffic while allowing mobility for residents; providing more convenient parking; and, studying the options to reduce lanes. Redevelopment of the City Hall site was urged to be considered as a demonstration project for revitalization. A record of the Community Conversation comments to date can be found in Attachment C. A verbal summary of the June 5th Community Conversation will be provided at the City Council meeting.

Next Steps:

The second phase of community input, Community Review, is intended to gather community reaction to Village Revitalization Plan proposals and incentives, as well as address the different alternatives that have come from the first round of Community Conversations. This phase of the Community Outreach Program would occur during the preparation of the draft Village Revitalization Plan and Environmental Impact Report (EIR) in fall 2011. The third phase, Community Education, is intended to provide information to the community about the Village Revitalization Plan prior to the anticipated public vote. This phase of the Community Outreach Program would occur during summer/fall 2012.

FISCAL IMPACT:

The Village Revitalization work plan is included in the proposed Fiscal Year 2011-2012 and 2012-2013 budgets.

ENVIRONMENTAL IMPACT:

The updates on the Community Conversations and Village Revitalization are, in themselves, not a project and not subject to CEQA. The Village Revitalization Plan will have CEQA review as part of its process, which is anticipated to initiate during the fall of 2011.

ATTACHMENTS:

- Attachment A - Village Revitalization Planning Schedule
- Attachment B - Progress on Work Tasks
- Attachment C - Community Conversation Notes

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ATTACHMENT A

For City Council Report dated June 6, 2011

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ATTACHMENT B

For City Council Report dated June 6, 2011

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VILLAGE PLAN WORK PROGRAM TASKS

Progress Report, June 6, 2011

COMMUNITY INPUT PROGRAM

Determine Components of Community Input Program

- Develop Plan– *completed April 25, 2011.*

Prepare for Community Input Program

- Prepare Materials – *completed April 25, 2011.*
- City Council Meeting – *completed April 25, 2011.*

Implement Community Input Program

- Conduct Community Conversations – *scheduled between April 28 and June 5, 2011 – completed.*
- Business Owner and Property Owner meetings – *scheduled to follow Community Conversations.*
- Hold Planning Commission (PC) Workshop – *will be scheduled for July or August meetings depending on agendas.*
- Hold Design Review Board (DRB) Workshop – *will be scheduled for July or August meetings depending on agendas.*
- Conduct Community Open House - *will be scheduled to be held after Labor Day.*
- Post on City Webpage - *a portion of the website has been devoted to Village Revitalization and Community Conversations as of May 2, 2011 and has been updated at each milestone.*
- Post PSA on Del Mar TV – *to be developed.*
- Distribute Revitalization Factsheet – *to be developed.*

DRAFT VILLAGE REVITALIZATION PLAN (VRP)

- Prepare Draft VRP per Community Input – *has been initiated by staff in April/May 2011 and will continue through according to schedule. Currently staff has reviewed the requirements for preparing a specific plan per California law; prepared a draft of the report outline; reviewed the Form Based Code Committee recommendations for applicability; and drafted the Project Area and Background section.*
- Define Plan Alternatives – *to be developed.*
- City Council Liaison Review – *to be scheduled.*
- City Council Presentation w/Public Testimony – *to be scheduled.*
- Revisions to Draft Village Plan per City Council Input – *to be scheduled.*
- City Council Presentation w/Public Testimony – *to be scheduled.*
- Revisions to Draft Village Plan per City Council Input – *to be scheduled.*
- City Council Approval if Draft Village Plan and Alternatives to Plan – *to be scheduled.*

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COMMUNITY REVIEW PROGRAM

Implement Community Review Program – to be scheduled.

- Conduct Community Conversations.
- Hold Planning Commission (PC) Workshop.
- Hold Design Review Board (DRB) Workshop.
- Conduct Community Open House.
- Post on City Webpage.
- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) COMPLIANCE – to be scheduled.

- Manage & Review Technical Studies for Draft Environmental Impact Report (Draft EIR) -
 - Land Use Analysis
 - Traffic Report
 - Visual Analysis
- Manage & Review Draft EIR.
- Manage & Review Draft EIR Public Review Period.
- Review Written Responses to Public Comments on Draft EIR.
- Certification of Draft EIR Hearing.

COMMUNITY OUTREACH PROGRAM – to be scheduled.

- Conduct Community Conversations.
- Hold Planning Commission (PC) Workshop.
- Hold Design Review Board (DRB) Workshop.
- Conduct Community Open House.
- Post on City Webpage.
- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.

ELECTION PREPARATION – to be scheduled.

- Prepare Documents to Call Election.
- City Council Resolution Calling Election.
- Prepare Election Documents.
- Election in November 2012.

ATTACHMENT C

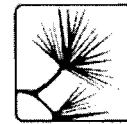
For City Council Report dated June 6, 2011

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City of Del Mar



Community Conversation for Village Revitalization

April 28, 2011
Oceanfront and mid-beach area
5:00 pm to 7:00 pm

Staff: Mayor Mosier, Council Member Haydu, City Manager Brust and Planning and Community Development Director Garcia

Community members: Approximately 23

Mayor Mosier welcomed everyone and introduced Council Member Haydu and Planning and Community Development Director Garcia. Mayor Mosier provided a brief overview of the purpose of the Community Conversations. Mayor Mosier opened the floor to public comment for items not relating to the Community Conversations. He stated that the goal is to revitalize Del Mar to be economically and environmentally sustainable.

ACHIEVING A PEDESTRIAN-ORIENTED VILLAGE

A community member stated that there are businesses between 10th Street to 15th Street that belong to other people [and not the City]. What power does the City have to say who these buildings owners rent to?

Mayor Mosier stated that the City can regulate the types of uses and can determine the character of the public realm.

A community member stated that the City needs to look at the larger context:

- Ownership – the City should say no more realtors?
- Look more at the building structure and attract better uses:
 - Cooking schools
 - Centre for sustainability
 - Better “amenities” for seniors
 - Better restaurants
 - Art Center
 - Small theatre

A community member stated that there needs to be a contiguous sidewalk from City Hall to 15th Street and more parking.

A community member stated that the property owners can only develop their properties in a manner that is financially feasible.

A community member stated that the City needs to look at what businesses bring in revenue.

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Mayor Mosier stated that most of the City's revenue is obtained from the Transient Occupant Tax (TOT) through the local hotels and then sales tax from retail and restaurants.

A community member asked how a pedestrian-oriented downtown would help people that needed to get in and out of the City in their own cars.

Mayor Mosier stated that community members and visitors will be encouraged to park and either walk or use a citywide shuttle. He noted that there are too many people using Camino del Mar as a thoroughfare.

A community member stated that the train needs to be removed from the bluffs and put into a tunnel. The tunnel would carry the train and Del Mar traffic. Camino del Mar could become a pedestrian plaza.

Mayor Mosier stated that this requires a long term planning process and yes it would solve many problems but the money is not available. It is a long-term vision.

PRIORITIES FOR USERS OF CAMINO DEL MAR

Council Member Haydu asked the community members what their top priorities for Camino del Mar are.

Community members responses:

- A diagonal bridge from Del Mar Plaza to 15th Street
- Pedestrian sidewalks (lack of)
- Parking (unattractive because all one sees is cars)
- Too much regulatory clutter and traffic signs

Mayor Mosier stated that we need to agree on a vision and then seek funding resources. This is a long-term plan that will be implemented incrementally.

A community member stated that the City has been wrestling with these issues for over a decade. He noted that no other City is like Del Mar. We need a vision or we might as well let developers take over. He noted that Sam Borgese presented a vision where people could come to meet in small groups, with enough restaurants. This is what Del Mar could focus on as a sub-element. We need more community members serving businesses and it has to be complementary for visitors.

Mayor Mosier explained that additional public parking in the Village would support local businesses and limit impact to nearby community members.

- Shuttles to the beach and/or Fairgrounds
- Park once strategy
- In-lieu parking program

Planning and Community Development Director Garcia explained that there are on-site parking requirements for commercial businesses. A developer could pay an in-lieu fee in support of a future parking structure instead of providing on-site parking spaces.

A community member stated that what is broken should be fixed and let private property owners do the rest. He pointed out that better sidewalks are needed between 13th Street and Ocean Avenue. He noted that the town is unfriendly to developers – they want easy and simple without unnecessary risk. He asked why not build a parking structure at City Hall.

Mayor Mosier explained that there is already a proposed plan for a parking structure at City Hall.

PRINCIPLES FOR ESTABLISHING BUILDING ENVELOPE / BUILDING HEIGHT

Mayor Mosier asked what a reasonable building height is.

A community member answered that the library is a good example of building height. It is not too high.

COMMUNITY INPUT AND NEXT STEPS

Mayor Mosier provided the timeline:

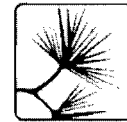
Spring of 2011	Additional community input
Summer/Fall 2011	A draft Village Plan will be developed
Fall 2012	Community review program
Spring/Summer 2012	CEQA compliance
Summer 2012	Final Village Plan approval
Summer/Fall 2012	Community outreach program
November 2012	Community vote in general election

Mayor Mosier thanked the host for their generous and gracious hospitality.

Planning and Community Development Director Garcia thanked everyone for attending and encouraged them to provide input to the City. Community members can provide input by submitting a letter to the Planning Department or by email conversations@delmar.ca.us. She noted that there is information about other Community Conversations on the City's website: www.delmar.ca.us, flyers posted at City Hall, and flyers that will be included in the next few months utility billings.



City of Del Mar



Community Conversation for Village Revitalization

May 3, 2011
South Hills and South Bluffs Area
7:00 pm to 9:00 pm

Staff: Mayor Mosier, Council Member Haydu, and Planning and Community Development Director Garcia

Community members: Approximately 11

Mayor Mosier welcomed everyone and introduced Council Member Haydu and Planning and Community Development Director Garcia. Mayor Mosier provided a brief overview of the purpose of the Community Conversations. Mayor Mosier opened the floor to public comment for items not relating to the Community Conversations. He stated that the goal is to revitalize Del Mar to be economically and environmentally sustainable.

ACHIEVING A PEDESTRIAN-ORIENTED VILLAGE

The community members brought up the following suggestions for achieving a pedestrian-oriented village:

- Need for a more viable downtown;
- Would like more pedestrian improvements from 9th to 4th Street and south of Torrey Pines Bridge;
- Sidewalk cafés should not block pedestrians on 15th Street;
- Look to creating a promenade on 15th Street (8 to 10 feet wide sidewalks);
- Can north side of 15th Street sidewalks be different than south side?
- Cafés have been a success; and
- Need to be more pedestrian friendly with contiguous sidewalk.

The community members brought up the following concerns with the downtown:

- Bicycle lanes – cyclists need to stay in lanes. It requires monitoring and enforcement;
- South end of Camino del Mar and bridge needs a sidewalk;
- No pedestrian accommodations in places - pedestrians need area, just like bikes;
- 15th Street sidewalk cafés – now crowded; and
- Curb landscape at 15th Street problematic.

HOW TO DEFINE "PEDESTRIAN FRIENDLY"

The community members brought up the following criteria and characteristics:

- Interesting things to look at;

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- People watching;
- See people you know;
- Continuous sidewalk;
- Have a circulation pattern;
- Contiguous; and
- Children and family friendly.

PARKING

Community members brought up the following suggestions for parking:

- Direct people to parking with signage;
- Have incentivized parking;
- We have ample parking, just in the wrong place, poorly designed;
- Suburban standards too high of a ratio;
- Have golf carts and scooter incentives;
- Install electrical charging stations; and
- There is free parking at City Hall but it needs to have better lighting, signage and striping.

MAINTAINING TRADITIONAL VILLAGE CHARACTERISTICS

The community members brought up the following suggestions for maintaining traditional village characteristics:

- It is dark on the east side of downtown;
- There needs to be street lights (aimed down, low level);
- No office on street level/frontage;
- There needs to be incentives to upgrade the buildings. At this point, there is no motivation and most of the buildings have absentee owners;
- Love the idea of second floor residences;
- The downtown is lively at night but there is a concern regarding light and noise; and
- You can only do so much with zoning but economics must support it.

There needs to be a long term plan. It could be a change to regulation.

DEFINE DOWNTOWN

- Has character.
- Not a tourist trap.
- Create a handout for general distribution to talk about revitalization. Include the following:
 - What does it revitalization mean?
 - Why should I be involved and care?

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- Why did the Village change?
 - The largest opportunity is the City Hall site. It is an anchor to the downtown.
 - Why can't City Hall be built on the Del Mar Garden site?

COMMUNITY INPUT AND NEXT STEPS

Mayor Mosier gave the timeline:

Spring of 2011	Additional community input
Summer/Fall 2011	A draft Village Plan will be developed
Fall 2011	Community review program
Spring/Summer 2012	CEQA compliance
Summer 2012	Final Village Plan approval
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November 2012	Community vote in general election

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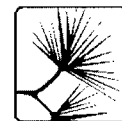
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City of Del Mar



Community Conversation for Village Revitalization

May 15, 2011
Hills south of 15th Street
7:00 pm to 9:00 pm

Staff: Mayor Mosier, Council Member Haydu, and Planning and Community Development Director Garcia

Community members: Approximately 21

Mayor Mosier welcomed everyone and introduced Council Member Haydu and Planning and Community Development Director Garcia. Mayor Mosier provided a brief overview of the purpose of the Community Conversations. Mayor Mosier opened the floor to public comment for items not relating to the Community Conversations. He stated that the goal is to revitalize Del Mar to be economically and environmentally sustainable.

WHAT IS ON YOUR MIND?

- City should be providing more public space availability for non-profits (ex. Community Connections)

ACHIEVING A PEDESTRIAN-ORIENTED VILLAGE

The community members brought up the following suggestions for achieving a pedestrian-oriented village:

- Inclusive of all methods of travel
- Where is parking for future restaurants?
- Is there "Reserved" parking in the public right-of-way?
- Likes diagonal parking
- Private property may need to make contributions to streetscape
- Likes wide walks, rich atmosphere, and residences above retail
- Second-story must be 'friendly' with balconies
- Likes mixed use
- Parking on 9th Street should be addressed
- Need more inviting walkways
- Remove obstacle course

The community members brought up the following regarding mobility and parking:

- Keep and expand provisions for bikes and motorcycles
- Do not prioritize cars, that should be the tertiary level; prioritize pedestrians and bikes
- Community split by Camino del Mar, need to make it a seam rather than division

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- Consider one lane southbound, but could be problematic
- Top priority should be the pedestrian
- Medians and walks need planting
- Look long range for traffic solutions
- Lobby for light rail on tracks
- Need better public transportation/shuttle from Carmel Valley to north city west
- Kids need a shuttle to schools
- Visitors need parking
- Need shuttle with effective parking
- Stop those using Camino del Mar as a by-pass
- Roundabout at major intersections
- park at City Hall and walk
- Consider a Scramble on 15th Street; no right turn on red; and narrower lanes to slow traffic
- “Zone” and price parking is a good idea, maybe further out and cheaper
- Employee parking needs to be controlled
- Countdown on the pedestrian lights
- Bike friendly – need bike lanes and places to lock up your bike
- Discourage traffic short-cuts through the neighborhood

DEFINE DOWNTOWN

The community members brought up the following regarding the downtown:

- Define ends of downtown as 9th and 15th Street
- Need long-term vision and short-term solutions
- Buildings to lot-line may be too monolithic
- Need property beautification and assistance with potted plants
- Better signage is needed
- Need interpretive signs for history
- Resurrect old Robert A. M. Stern plan for City Hall – Del Mar 2000
- Have retired debt, do a G.O. Bond to invest in the community

VILLAGE USES

The community members brought up the following regarding village uses:

- Motels need better walking connection
- Encourage other shops (ex. Hardware, pharmacy, books and market)
- If more people called downtown home then shops would be more viable
- A “lady’s” section of a hardware store would be great
- Rents versus single family comparison; we are higher in price
- Economic viability needs:
 - Astute business owner

- Attract locals with destination stores
- No need to subsidize property owners
- Cost of parking / zoning limitations
- Don't have components of Cedros and Encinitas
- Break apart elements, easier to implement in this community
- Make more parking
- Be floor area ratio (FAR) sensitive
- Compare FAR to Cedros
- City needs to be nicer to businesses
- Great spaces make great retail – be inviting, have high ceilings and light
- Cedros has a theme 'design'
- Incentives for a small 'Henry's' at the Plaza
- Want to live downtown – yes. Keep units small for affordability.
- How do you incentive housing
 - Subsidy
 - Profit
 - Inclusionary zoning
- Housing would liven up 'Dull Del Mar'
- Like the idea of apartments over stores
- West side is mixed in height already, consider raising 14 foot limit
- Preserve view corridors because it is nice to see glimpses of the ocean
- New buildings will need to go through Design Review Board
- Get behind mixed use to support more FAR
- Residential goes up and office goes down; need to balance
- Keep flexibility
- Eclectic design is promoted through the Design Review Board process
- Balconies for residential
- Mix of building materials is good
- 15th Street sidewalk cafés is a hodge-podge, sidewalk is too narrow
- Survey of desirable buildings
- Reluctant to do a design manual because it changes over time but eclectic is good
- Preservation is important, maintain Historic overlay.
- Keep buildings with articulation
- Don't crowd corners and keep views open
- Businesses shouldn't block views
- Need to compromise with businesses
- Don't need view protection
- Keep views from public space
- Consider a special election to vote on the Village Plan (\$70,000 cost for special election)
- Phase plan; concentrate on one block for demonstration

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COMMUNITY INPUT AND NEXT STEPS

Mayor Mosier gave the timeline:

Spring of 2011	Additional community input
Summer/Fall 2011	A draft Village Plan will be developed
Fall 2011	Community review program
Spring/Summer 2012	CEQA compliance
Summer 2012	Final Village Plan approval
Summer/Fall 2012	Community outreach program
November 2012	Community vote in general election

Mayor Mosier thanked everyone for attending and encouraged them to give input to the City.

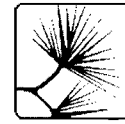
Planning and Community Development Director Garcia thanked the hosts for their generous and gracious hospitality. She reminded participants that community members can give input by submitting a letter to the Planning Department or by email conversations@delmar.ca.us. She noted that there is information about other Community Conversations on the City's website: www.delmar.ca.us, flyers posted at City Hall, and flyers that will be included in the next few months utility billings.

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City of Del Mar



Community Conversation for Village Revitalization

May 26, 2011
15th Street and Crest area
7:00 pm to 9:00 pm

Staff: Mayor Mosier, Council Member Haydu, and Planning and Community Development Director Garcia

Community members: Approximately 32

Mayor Mosier welcomed everyone and introduced Council Member Haydu and Planning and Community Development Director Garcia. Mayor Mosier provided a brief overview of the purpose of the Community Conversations. Mayor Mosier opened the floor to public comment for items not relating to the Community Conversations. He stated that the goal is to revitalize Del Mar to be economically and environmentally sustainable.

ACHIEVING A PEDESTRIAN-ORIENTED VILLAGE

The community members brought up the following suggestions for achieving a more pedestrian-oriented village:

- Planter triangles to separate pedestrians from parked cars
- Lighter, brighter paving (not gloomy), unit pavers are good for repairs
- Sidewalk cafés can be pedestrian hostile and an obstacle, keep tables along façade
- Sidewalks should be aligned, eliminate maze
- Sidewalk cafés are great amenity, enliven the walk and improves businesses
- Café Secret – curb can be an obstruction
- Likes 15th Street – wonderfully active

The community members brought up the following regarding traffic:

- Angle parking is easier, helps with the traffic flow
- Medians too small for any value
- Median is a pedestrian refuge
- Love new electronic crosswalks
- 15th Street and Camino del Mar median is too narrow to be effective
- Welcome the medians to break up / soften street / this should be a country road
- Bulb out at corners could help
- Diagonal parking – hard to back up into traffic, could consider back-in diagonal parking
- Concern with ‘sharrows’ (shared auto/bicycle lane), keep bikes and autos in separate lanes
- Consider bike lanes in the area between parked cars and the sidewalk
- Concern with traffic diversion to protect Crest Road from overflow traffic
- Consider parking at the median

- Plan for the future with a train tunnel, bikes could then be in the former rail alignment as the Coastal Rail Trail
- Consider CDM for two lanes north; one lane south
- Priority should be – pedestrians first. “Vehicles first” doesn’t make downtown more livable

The community members brought up the following regarding parking:

- Parking lots and shuttles could work well
- Southern parking and/or parking at City Hall
- City hall site could be a genesis of all parking
- Consider a Jitney to serve residential areas and parking areas
- Need employee parking so they don’t park in the neighborhood
- Concern of the mass and bulk of a parking structure; staff should illustrate mass and bulk of parking at City Hall
- Refer to Denver’s shuttle as an example
- Need catalyst project to stimulate revitalization
- Need storefront improvement incentives so business owners improve their property
- Each block should contain some parking
- Charge for parking
- Protect residents near the core from traffic and parking impacts
- Regulate delivery hours
- Protect residences with neighborhood parking permits

DEFINE DOWNTOWN

The community members brought up the following regarding the downtown character:

- Need incentives to encourage redevelopment
- Where should City Hall be located? Keep City Hall in a prime location
- Make City Hall a landmark, the site could also include a community center, theatre etc. as the civic focus
- Move City Hall to former Jefferson site (Jimmy Durante and San Dieguito Drive)
- City Hall should be heart of community
 - Post office, library and City Hall = Civic Life
- Put City Hall and parking on the Shores property
- Pedicabs could serve transportation needs in downtown
- Provide street lighting and consistent paving in downtown
-

VILLAGE USES

The community members brought up the following regarding village uses:

- Second floor residential is a great idea
 - Residential will need parking

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- Should residential be above restaurants?
- Portland has been successful with mixed use, it is a good model
- Keep employee parking out of neighborhoods
- Smaller, constrained cities have a central parking structure
- Concentrate on parking – parking solves everything
- City Hall is the show case and catalyst of downtown
- No chain stores
- More retail equals more failure
- A green grocer would be good
- Current village stores have sloppy signs, balloons and planters are dying, they should be improved
- If we do all this, what would make it economically viable:
 - Increased Floor area ratio (FAR)
 - Decreased Parking requirements
 - Increased Pedestrian exposure brings more patrons

What is the Village character?

- Historic character
- Del Mar is “A little chocolate box”
- “Village” is the perfect term, it is “homey”
- “Adopt a block” would help with implementation and maintenance
- Find creative ways to incentivize revitalization
- Move faster and don’t study to death
- Make us proud of City Hall

COMMUNITY INPUT AND NEXT STEPS

Mayor Mosier gave the timeline:

Spring of 2011	Additional community input
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