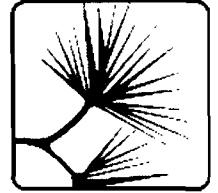

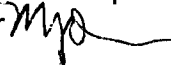




City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director 
Via Mark Ochenduszko, Interim City Manager 

DATE: September 12, 2011

SUBJECT: Progress Report on Village Revitalization

REQUESTED ACTION/RECOMMENDATION:

Receive report and provide input on progress of Village Revitalization.

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, followed up with interviews based upon input received at the Community Conversations, and initiated the preparation of planning documents.

DISCUSSION/ANALYSIS:

Village Revitalization Work Program

Staff has been actively continuing the process of revitalization planning according to the schedule put forward at the April 25, 2011, City Council meeting and now modified based upon the July 25, 2011, City Council direction to prepare a Specific Plan. This more detailed schedule is included as Attachment A. Tasks and milestones are detailed in Attachment B, and progress is noted.

Most recently, staff has:

- initiated the documentation of a Specific Plan per Council's July 25th resolution;
- initiated planning for the next phase of the community input program scheduled for early October;
- updated the Village Revitalization page on the City's website;
- advertised and received qualifications from 14 Environmental Impact Report (EIR) consultants, conducted interviews and selected six (6) firms for recommendation to be placed on an as-needed on-call contract, for which the first task order will be the EIR process for the Specific Plan;

City Council Action:

SEP 12 2011 ITEM 02

- drafted a preliminary scope and schedule for the EIR;
- initiated peak weekend traffic counts on Labor Day weekend at 15 intersections in Del Mar and adjacent jurisdictions;
- developed draft alternatives for private property development based upon input from the Community Conversations;
- developed draft alternatives for the public right of way based upon input from the Community Conversations;
- prepared a computer 3-D wire-frame model illustrating the existing conditions and potential massing scenarios that can be used as the basis for illustrations;
- prepared diagrams that illustrate existing policies and their constraints;
- interviewed Planning Interns to assist with efforts; and
- initiated analysis of economic conditions, particularly sales tax data.

Next Steps:

Next steps in the work program include:

- developing illustrative graphics of village alternatives;
- negotiating final EIR work program and budget;
- initiating and conducting technical studies on parking and traffic;
- preparing EIR baseline conditions report;
- continuing outreach to residents, property owners and businesses;
- facilitating a community open house;
- conducting Community Conversations regarding alternatives;
- developing the Village Plan regulatory documents and CEQA documents;
- reviewing the regulatory document; and
- conducting the public vote.

FISCAL IMPACT:

The Village Revitalization work plan effort is included in the adopted Fiscal Years 2011-2012 and 2012-2013 Operating and Capital Budget.

ENVIRONMENTAL IMPACT:

The updates on 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

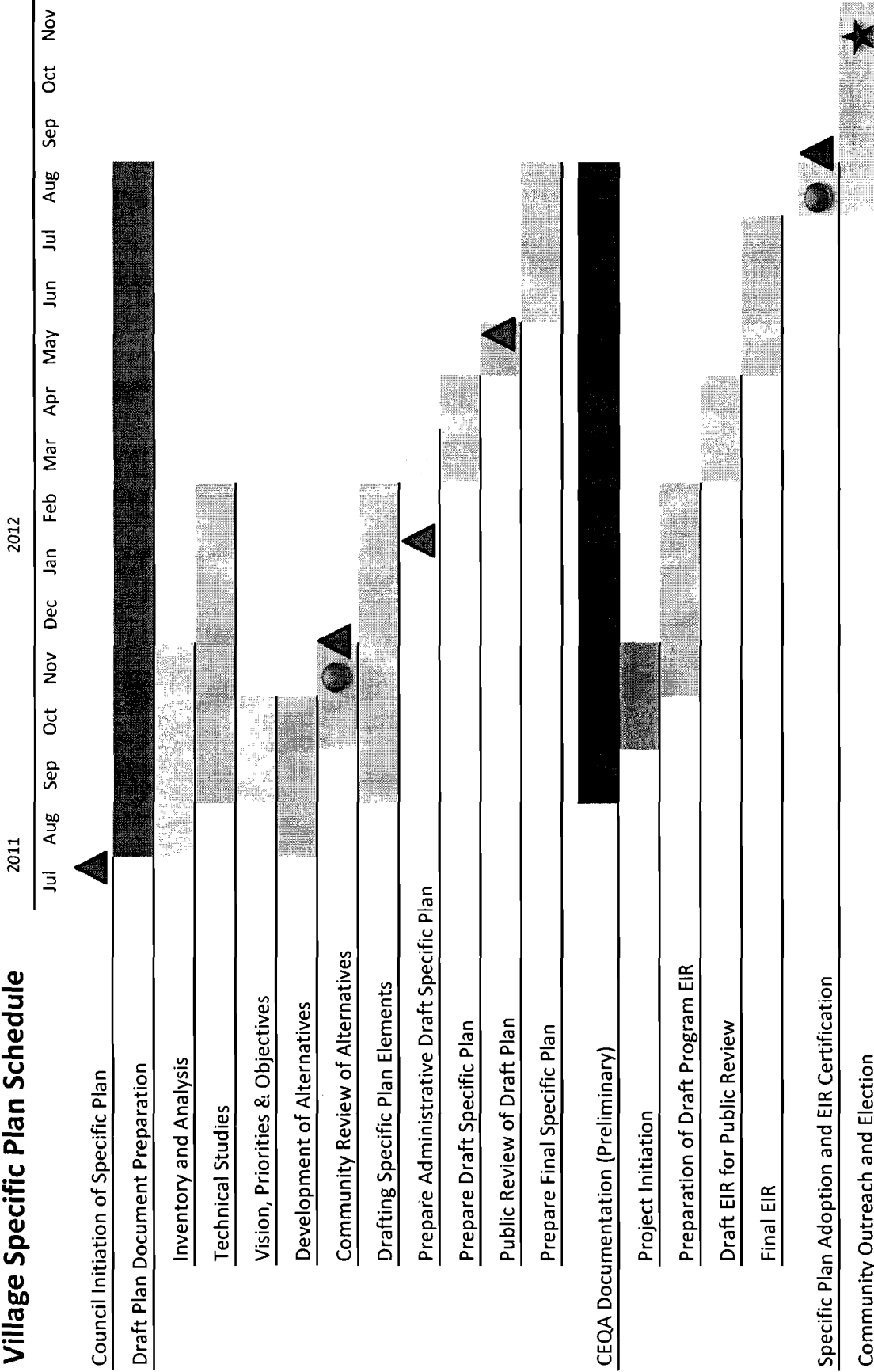
ATTACHMENT A

3 For City Council Report dated September 12, 2011

SEP 12 2011 ITEM 02

Attachment A

Village Specific Plan Schedule



Key:

● Planning Commission/DRB

▲ City Council Hearings/Workshops

★ Key Milestones

SEP 12 2011 ITEM 02

ATTACHMENT B

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SEP 12 2011 **ITEM** 02

VILLAGE PLAN WORK PROGRAM TASKS

Progress Report – September 12, 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 – *outreach conducted in mid-July, interested property owners have since scheduled meetings with Director. Additional outreach to follow Community Conversations and Alternative Development.*
- ✓ Hold Planning Commission (PC) Workshop – *held July 12 as an initial workshop to discuss the preparation of a Specific Plan and the study area boundaries.*
- ✓ Hold Design Review Board (DRB) Workshop *held initial workshop on July 27 to discuss the criteria for ordinance revisions to better address review of downtown projects.*
- Conduct Community Open House – *planned for early October.*
- ✓ Post on City Webpage – *August 1, 2011 updated with a site devoted to Village Revitalization and will continue to be updated at each milestone.*
- Post Public Service Announcement (PSA) on Del Mar TV – *to be developed.*
- Distribute Revitalization Factsheet – *to be developed.*

DRAFT VILLAGE SPECIFIC PLAN

- ✓ Prepare Detailed Work Program for Specific Plan and City staff.
- Define Plan Alternatives – *Alternatives are being developed for both the final “form” of revitalization as well as procedural alternatives. The first round to be discussed is “form”. Camino del Mar alternatives are drafted, Roundabout intersections have preliminary review; other circulation alternatives are being drafted and analyzed. Pedestrian realm alternatives are being developed. Massing alternatives are being explored. Height alternatives are being studied. Setbacks and build-to lines are being defined.*
- Prepare Draft Specific Plan per Community Input – *task initiated by staff with Council authorization on July 25, 2011 and is continuing its production according to schedule. Recently staff has refined a draft of the document outline; drafted the Project Area descriptions and Background section and is initiating drafting on regulatory sections.*

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Currently, staff is developing alternatives for the next round of Community Conversations and workshops scheduled for early October. Staff has been working on parking alternatives, including the recommendations for an in-lieu fee. Staff has initiated traffic counts.

- City Council Liaison Review –*scheduled on a regular basis, at least monthly.*
- City Council Presentation with Public Testimony – *to be scheduled.*
- Revisions to Draft Village Plan per City Council Input – *to be scheduled.*
- City Council Presentation with Public Testimony – *to be scheduled.*
- Revisions to Draft Village Plan per City Council Input – *to be scheduled.*
- City Council Approval of Draft Village Plan and Alternatives to Plan – *to be scheduled.*

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 – *initiating.*

- Technical Studies for Draft Environmental Impact Report (Draft EIR) -
 - Land Use Analysis
 - Traffic Studies – *initiating September 1, 2011*
 - Visual Analysis
- Preparation of the Draft EIR.
- Draft EIR Public Review Period.
- Review Written Responses to Public Comments on Draft EIR.
- Certification of Final 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.

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