



City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director
Via Scott W. Huth, City Manager

DATE: June 16, 2014

SUBJECT: City Hall/Town Hall Planning Workshop #2 (June 9, 2014) Discussion and Recommended Next Steps

REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council receive the summary of the City Hall/Town Hall Planning Workshop held on June 9, 2014 and provide direction to staff on the recommended next steps.

DISCUSSION/ANALYSIS:

On June 9, 2014, the City Council conducted a community workshop to discuss three key questions that the City Council is considering as it relates to the planning of a new City Hall and Town Hall:

- 1) Municipal Building Program: Does the program meet the community's needs? How could it be improved?
- 2) Additional Public Parking: Are you open to adding additional public parking at this site?
- 3) Additional Uses: If there is available space on the site, what would be your priority for additional uses beyond the municipal buildings?

A summary of the presentation and questions to the community is in Attachment A.

At six tables, the approximately forty attendees discussed and prioritized the three topic areas in an attempt to find consensus. Each table then presented their feedback to the larger group; the summaries of which are included in Attachment B. While opinions were varied for each topic, there was clear direction by those in attendance to endorse the municipal program as proposed and to provide additional public parking. While the community participants were open to additional uses, there was not a clear consensus on any one particular use.

City Council Action:

A summary of the preferences and discussion results are outlined below with potential direction on how to proceed with the next steps. Staff is requesting either confirmation or direction from the City Council regarding the three topic areas.

1. Municipal Program:

- City Hall: 9,250 square feet (SF) for administrative offices and support space
- Town Hall: 3,200 SF, 100-seat meeting rooms, Council Chambers, TV Studio, and EOC
- Plaza: 15,000 SF for events and special activities
- Parking Stalls: 51 stalls for City Hall/Town Hall functions

The question was posed to the participants: “Does this program meet the needs and how can it be improved?” Five of the six tables agreed with the municipal program as presented, while the sixth table could not reach consensus with only half agreeing that it was the right amount of space. Suggestions for how it could be improved included: creating flexible space so that it could be adaptable over time to meet future needs; add a contingency for future growth; create quality meeting spaces that ensure privacy and flexibility; accommodate a variety of uses in the plaza and meeting rooms, adding more civic meeting space as well as cultural arts space, and to design the building(s) in scale with the surrounding community.

Requested Council Direction on Program:

If the City Council is in agreement with the program as stated above, staff recommends initiating the Master Planning and Design phases of the process for the stated municipal program, as will be discussed during Item 16 of this, June 16, 2014, Agenda.

As an alternative, the City Council could continue the discussion on the municipal program to address different sized facilities, expanded seating in the Town Hall, other uses that could be joined with a Town Hall or other items as identified by the City Council. Staff would then return at a future City Council meeting for a more in-depth discussion on a revised municipal program.

2. Additional Public Parking

The question was posed to the workshop participants: “Are you open to adding additional public parking at this site?” Five of the six tables thought that providing additional public parking at this site was a high priority. Interest covered all the issues, providing parking to reduce impact in residential areas; to provide more capacity in general; and to help current and future Village businesses. All recognized that although parking structures came at a high cost, providing additional parking was still a high priority. One table thought a parking structure was a priority but had concerns if it would be well used at this location. Many expressed the desire for free parking in order to encourage its use.

Requested Council Direction on Parking:

If the City Council is in agreement with the desire to provide additional parking, the City Council can consider the following:

- a) Define the City Council’s goals for providing additional parking on the site; and,
- b) Add a garage of 75 to 125 additional stalls to the Municipal Building program; or
- c) Direct staff to return with additional information and continue discussion on the appropriate size of the parking structure and funding options at a future City Council meeting.
- d) Continue the discussion and explore alternatives for the site and adjacent right-of-way to accommodate different parking configurations and options in the Master Planning Phase level of effort.

3. Additional Uses:

The question was posed to the workshop participants: “If there is available space on the site, what would be your priority for additional uses beyond the municipal buildings?” All tables thought that there could be additional uses in conjunction with the municipal uses, if space permitted. However, there was not a clear consensus on what would be the preferred uses. Priorities were as follows:

Use	Table 1	Table 2	Table 3*	Table 4	Table 5	Table 6	Average Priority
Commercial uses	2	3.5	1	3	3	1	2.25
Public Parking	5	1		2	2	4	3*
Residential Housing	3	1	2	4	4	2	2.66
Civic/Cultural uses	1	3	3	1	1	3	2
Open Space/Park	3	5		5	5	5	4.5*
Other: Affordable Housing					6		
Other: Alvarado House				1.5			

* Table 3 did not rank beyond third priority, so all non-rankings were considered fourth priority for purposes of averaging.

From the average of the six tables, the highest priority was additional civic and cultural uses. Second priority was commercial uses and third priority was residential housing. Public parking was a fourth priority when ranked in this manner. The last priority was open space or additional parkland. Also mentioned were affordable housing and the relocation of the Alvarado House.

The goals for adding additional uses vary. The goal to add more commercial use may be to activate the southern end of the commercial Village or to add more commercial, leasable space in town. The goal to add market rate housing may be to develop revenue to contribute to this project or other City priorities. The goal to provide

additional civic or cultural uses may be to provide cultural activities not currently offered in Del Mar. The goal for providing additional parking may be to reduce impacts and/or provide benefit to the commercial district.

Adding additional uses will also affect the required parking on site. For example, if the Town Hall was expanded to a 200-seat facility for theater or concerts, an additional twenty stalls would be necessary, bringing the municipal program parking requirement up to 71 stalls. If a 2,500 SF restaurant (comparable in size to the "Smashburger" indoor establishment) was added to the program, an additional 28 stalls would be necessary. A minimum of two parking stalls would be necessary per residential unit. Any of the additional uses may have an impact on the provision of additional public parking on-site.

Requested Council Direction on Additional Uses:

Based upon these workshop results, staff is recommending that the City Council consider the following:

- a) Define the City Council's goals for providing additional uses on the site; and,
- b) Direct staff to add one or more uses in addition to the municipal program; or
- c) Continue the discussion on additional uses and direct staff to return with more information as necessary to make a decision.

RECOMMENDATION:

Staff is requesting direction on the municipal program, the provision of additional public parking, and/or the inclusion of additional uses on the site, or direction to return if more information is needed to make a decision.

FISCAL IMPACT:

The City Hall planning effort to date is within the adopted Capital Improvement Program budget (CIP#FA01) for Fiscal Year 2013-2014 which included \$60,000 for Public Facilities master planning related services. Future tasks or capital improvement projects would require funding in future budgets.

ENVIRONMENTAL IMPACT:

In accordance with California Environmental Quality Act (CEQA) standards, facility planning is not defined as a project and is therefore exempt from the provisions of CEQA. A future development project would be subject to CEQA review.

PRIOR CITY COUNCIL REVIEW:

During the last year, the City Council has addressed the multiple topics associated with City Hall/Town Hall planning at 16 meetings.

- June 17, 2013: Process for Facility Planning
- July 1, 2013: Goals and Criteria for Success for evaluation of Alternative Sites.
- July 15, 2013: Preliminary Space Needs; Priority to replace City Hall
- September 3, 2013: Site Selection to redevelop 1050 Camino del Mar
- December 2, 2013: City Council Workshop #1
- December 9, 2013: City Council Workshop Report and Next Steps
- January 6, 2014: Draft Community Survey
- February 18, 2014: Survey Results
- March 3, 2014: City Hall Planning Schedule
- March 17, 2014: Space Planning Verification and Cost Estimate Consultant Selection
- April 7, 2014: Community Forum
- April 21, 2014: City Hall Program Verification
- May 5, 2014: City Hall Revised Schedule and Recommended Program
- May 19, 2014: Highest and Best Economic Use Analysis for 1050 Camino del Mar; Public Private Partnership Overview; Opinion of Probable Construction Costs, City Financing Bond Capacity;
- June 2, 2014: City Hall Funding Program; City Hall Sites Assessment report; Current City Hall Renovation Costs
- June 9, 2014: City Hall/Town Hall Council Workshop #2

ATTACHMENTS:

Attachment A – June 9, 2014 Council Workshop Presentation
Attachment B – Workshop Table Reports

City Hall/Town Hall Workshop 2

{ June 9, 2014
{ Del Mar City Council

Workshop Objectives

- A. Gather Community Input
- B. Key Decisions Before City Council/Discussion tonight:
 - 1) Confirm Program for Municipal Buildings
 - 2) Any Additional Public Parking?
 - 3) Any Additional Uses on Site?
- C. From perspective of what does Del Mar want?
- D. Continue community dialogue.



City Council Goal

To improve the conditions of the public buildings for community users and city employees within a three-year timeframe



3

Planning To Date



Site: 1050 Camino del Mar
City Hall: Administrative Offices
Town Hall: Meeting Rooms, EOC

4

Finance Capacity

Financing Revenue	Low Range	High Range
General Fund Backed Financing	\$10.4 M	\$17.6 M
Cash (CIP Reserve)	\$2.5 M	\$3.1 M
PEG Fees Financing (for TV Studio)	\$.37 M	\$.49 M
Cash (PEG Fees)	\$.16 M	\$.16 M
TOTAL:	\$13.43M	\$21.35 M

Well within what the City can afford and still have funds to accomplish other community goals.



5

Municipal Program

The City Council identified the needs of the municipal program:



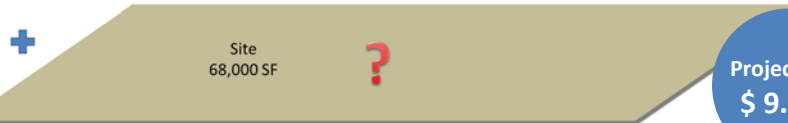
City Hall: 9,250 SF
Offices for city departments, conference rooms, support space. Minor increase in size from existing for more public space, eliminate rented trailer, etc.



Town Hall: 100-seat (3,200 SF)
Larger Council Chambers, flexible space to have community meeting rooms, DMTV and EOC



Plaza: 15,000 SF, same size as currently used by Farmer's Market, to be used for events, etc.



Parking: 51 cars, required by Del Mar Municipal Code for office/assembly

Other: Other uses on remainder of site to be determined.

Project Cost \$ 9.8 M

6

Topic #1 Confirm Municipal Program

1. Does the program meet the community's needs?
2. Is this what Del Mar wants to see at a new civic center?
3. Discuss in your group.
4. List how it can be improved.

Group Discussion

7

Topic #2 Additional Public Parking

{ Should the City build additional public parking at 1050 Camino del Mar?

8

Topic #2 Additional Public Parking

Need more Village parking to:

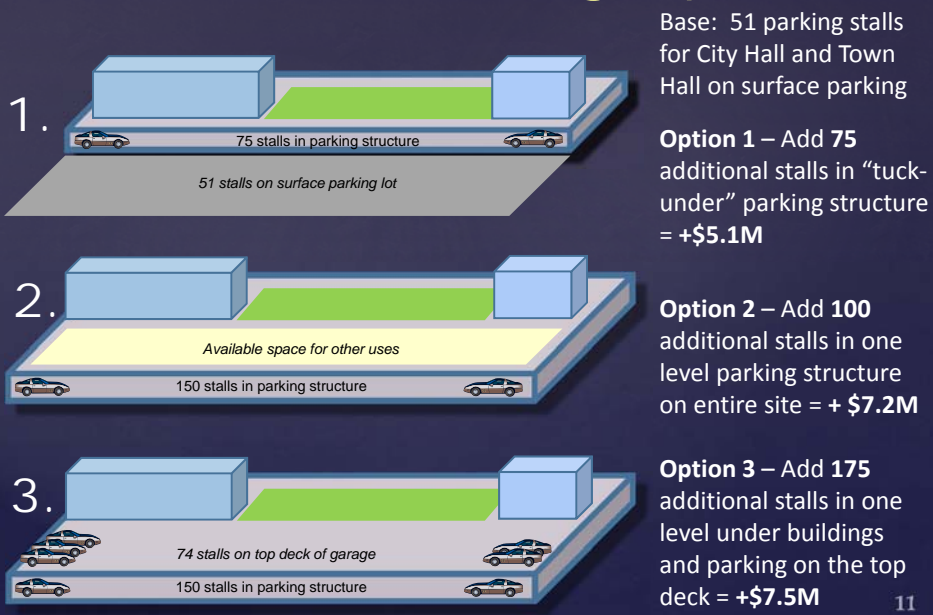
- Reduce impact of business and beach parking in residential areas
- Provide more capacity for public parking in general
- Provide more parking capacity to help our Downtown business community (current & future)

Additional Public Parking Needs

Downtown Parking Management Plan Efforts:

- Identifies need for 150 to 200 more spaces downtown
- City controlled options:
 - Streets
 - City land, either City Hall site or Shores.

Additional Parking Options



Topic #2 Additional Public Parking

1. Discuss in your group
2. Are you open to using this site to help solve the Downtown and residential parking issues?
3. If funding is available, is this a priority to spend \$5 - \$7 million on a parking structure?

Group Discussion

12

Topic #3 Additional Uses

Should other uses be
{ included on the site in
addition to the
Municipal Buildings?

13

Topic #3 Additional Uses?

Community members have proposed that additional uses be on the site:

- Additional public parking
- Retail, office or restaurants
- Residential housing
- More Civic/Cultural uses
- Parks or open space
- Saving land for future uses

14

Topic #3 Additional Uses?

Potential to have space available on the site.

Why is this desired?

- Need to have more community uses
- To make money to pay for priorities
- Provide a southern anchor for commercial
- Solve other community issues like parking



15

Topic #3 Additional Uses?

1. Discuss in your group the options for additional uses.
2. Which options, if any, are your preferences and why should they be here?



Group Discussion

16

Reports from Table Top Discussions

Table #1

Topic #1: Does the municipal building program meet the community's needs? List how it may be improved? Is there anything else to add?

Yes, it meets the City government's needs. The program should be flexible – the plaza, Town Hall, and City Hall should allow for a variety of uses.

Topic #2: Are you open to adding additional public parking at the City Hall site? Rate your level of interest to the items listed below (1= very interested, 2 = somewhat interested, 3 = not interested at all):

 2 Reduce parking impacts in residential areas

 1 Provide more capacity for public parking in general

 2.5 Provide more parking capacity to help our current and future Village businesses

 2 Understanding that a parking structure comes at a high cost (\$5.1 to \$7.5 million); if separate funding is available , it is a community priority to include 75-175 stalls at the City Hall site to address broader community need?

 Other: *Build the components when the need develops*

Topic #3: If there is available space, what is your preference for how you would like it to be used?

 2 Commercial space (retail, restaurant, office) List any specific ideas: *Restaurant, baker, specialty market*

 5 Build additional public parking

 3 Residential Housing

 1 More civic uses/cultural uses. List specific ideas

 3 Open Space/park uses:

 Other:

Reports from Table Top Discussions

Table #2

Topic #1: Does the municipal building program meet the community's needs? List how it may be improved? Is there anything else to add?

Strong yes. It meets the community's needs in terms of size and location. The appropriate size for the town hall is a seating capacity of 75 to 100. An overflow room that would allow for additional people, or to sit comfortably until an item of interest is called, would be helpful.

Topic #2: Are you open to adding additional public parking at the City Hall site? Rate your level of interest to the items listed below (1= very interested, 2 = somewhat interested, 3 = not interested at all):

1.17 Reduce parking impacts in residential areas

1 Provide more capacity for public parking in general

1.17 Provide more parking capacity to help our current and future Village businesses

1 Understanding that a parking structure comes at a high cost (\$5.1 to \$7.5 million); if separate funding is available, it is a community priority to include 75-175 stalls at the City Hall site to address broader community need?

**Note: One level of deck with 150-175 spaces is ideal.

 Other: City could have a "zip car" program or similar

Other notes: Distance between Macy's and Sears in the mall is greater than the distance across downtown, and people are willing to walk this. Parking increases walkability which increases "thriving." Paid parking issue was mixed response – those in favor thought that parking meters should be credit card only to encourage use and to save people the inconvenience from using quarters. L'Auberge example cited where credit card meters are not available, use is less frequent. Concerns expressed that paid parking would lead people to park in the residential areas.

Topic #3: If there is available space, what is your preference for how you would like it to be used?

3.5 Commercial space (retail, restaurant, office) List any specific ideas:

1 Build additional public parking

1 Residential Housing

3 More civic uses/cultural uses. List specific ideas

5 Open Space/park uses:

Del Mar City Hall and Town Hall Planning Workshop
June 9, 2014

Reports from Table Top Discussions

_____ Other:

Notes: More people lead to more business. Residential has more cost offset potential - it has a lower requirement for parking, the cost of which adversely impacts the other scenarios. The Encinitas model where residences above second story businesses was cited as a positive example.

Everyone in the table was in favor of other uses for the site. People don't shop in Del Mar because of the lack of parking, and also because of the types of shops we have here, which tend to be more tourist oriented.

Reports from Table Top Discussions

Table # 3

Topic #1: Does the municipal building program meet the community's needs? List how it may be improved? Is there anything else to add?

Yes, the program meets the community's needs, but it could be improved upon. The town hall needs to be flexible in order to accommodate all anticipated needs of the community. It may need to be larger.

Additional ideas to think about would be the inclusion of 1) a historical museum and gift shop and 2) a community theater and 3) dedicated office space for community non-profit organizations.

Topic #2: Are you open to adding additional public parking at the City Hall site? Rate your level of interest to the items listed below (1= very interested, 2 = somewhat interested, 3 = not interested at all):

1* Reduce parking impacts in residential areas

1* Provide more capacity for public parking in general

1* Provide more parking capacity to help our current and future Village businesses

1* Understanding that a parking structure comes at a high cost (\$5.1 to \$7.5 million); if separate funding is available, it is a community priority to include 75-175 stalls at the City Hall site to address broader community need?

*** Other: **Caveat to rankings above, group is very interested if additional parking is associated and paid for by mixed-use development.****

Topic #3: If there is available space, what is your preference for how you would like it to be used? **No consensus beyond what is listed below.**

1 Commercial space (retail, restaurant, office) List any specific ideas:

 Build additional public parking

2 Residential Housing

3 More civic uses/cultural uses. List specific ideas

 Open Space/park uses:

 Other:

Reports from Table Top Discussions

Table # 4

Topic #1: Does the municipal building program meet the community's needs? List how it may be improved? Is there anything else to add?

Each member at the table expressed support of the municipal building program and made suggestions for the following improvements: 1) maximize onsite parking well beyond the 51 required; 2) increase seating capacity in the Town Hall to a minimum of 250; 3) make the community space flexible (indoor and outdoor); 4) incorporate food and beverage (coffee, pastry, sandwich). At the end of the topic, the group shared a concern that the City Hall space will be well-designed and programmed; however, the community "Civic Center" component may not be as well thought out. The group urged that the City Council spend time thinking through the community "Civic Center" component to facilitate and plan for more community needs/desires.

Topic #2: Are you open to adding additional public parking at the City Hall site? Rate your level of interest to the items listed below (1= very interested, 2 = somewhat interested, 3 = not interested at all):

 1 Reduce parking impacts in residential areas free parking at City Hall will achieve this goal

 2 Provide more capacity for public parking in general

 2 Provide more parking capacity to help our current and future Village businesses

 1 Understanding that a parking structure comes at a high cost (\$5.1 to \$7.5 million); if separate funding is available, it is a community priority to include 75-175 stalls at the City Hall site to address broader community need?

 2 Other: Add a shuttle to circulate from City Hall, through downtown, beach areas, and possibly Southfair or Fairgrounds

Topic #3: If there is available space, what is your preference for how you would like it to be used?

 3 Commercial space (retail, restaurant, office) List any specific ideas:

 2 Build additional public parking

 4 Residential Housing

 1 More civic uses/cultural uses. List specific ideas

 5 Open Space/park uses:

1.5 Other: Move the Alvarado House to 1050 Camino del Mar and incorporate it into a cultural/community venue including museum and ability to rent for events.

Reports from Table Top Discussions

Table # 5

Topic #1: Does the municipal building program meet the community's needs? List how it may be improved? Is there anything else to add?

Each member at the table expressed support of the municipal building program and made suggestions to include: quality community meeting space; increased public parking; restaurant/retail (restaurant, coffee shop, bakery, grocery store); residential; and cultural/arts space (theater). Other suggestions included building to scale with the community and soliciting formal public input or feedback from the community. At the end of the discussion the table added that they trusted City Council to make an informed decision and move forward with the process.

Topic #2: Are you open to adding additional public parking at the City Hall site? Rate your level of interest to the items listed below (1= very interested, 2 = somewhat interested, 3 = not interested at all):

 1 Reduce parking impacts in residential areas free parking at City Hall will achieve this goal

 1 Provide more capacity for public parking in general

 1 Provide more parking capacity to help our current and future Village businesses

 1 Understanding that a parking structure comes at a high cost (\$5.1 to \$7.5 million); if separate funding is available , it is a community priority to include 75-175 stalls at the City Hall site to address broader community need?

 1 Other: free parking if possible (after this was noted, Jon went on to explain that the City was not relying on future parking revenue for City Hall financing, and the table went on to support free parking so as to not detour public/employees to the residential streets. They also considered varying time limits, smart meters, etc.)

Topic #3: If there is available space, what is your preference for how you would like it to be used?

 3 Commercial space (retail, restaurant, office) List any specific ideas:

 2 Build additional public parking

 4 Residential Housing

 1 More civic uses/cultural uses. List specific ideas

 5 Open Space/park uses:

 6 Other: Housing that included both market-rate and affordable

Reports from Table Top Discussions

Table # 6

Topic #1: Does the municipal building program meet the community's needs? List how it may be improved? Is there anything else to add?

Yes, program meets the community's needs

Possibilities for improvement:

- Consider more square footage for City Hall and a contingency of 5-10% additional space to allow flexibility/space for future needs
- Parking is critical – Are 51 stalls enough for the Farmers Market?
- Would the City need less space in the future if more records are stored digitally versus as paper?

Topic #2: Are you open to adding additional public parking at the City Hall site? Rate your level of interest to the items listed below (1= very interested, 2 = somewhat interested, 3 = not interested at all):

 1 Reduce parking impacts in residential areas

 1 Provide more capacity for public parking in general

 1 Provide more parking capacity to help our current and future Village businesses

 1 Understanding that a parking structure comes at a high cost (\$5.1 to \$7.5 million); if separate funding is available, it is a community priority to include 75-175 stalls at the City Hall site to address broader community need?

 1 Other: Table 6 likes option 2 as shown because they want to be able to accommodate other uses on the top level of the site.

Topic #3: If there is available space, what is your preference for how you would like it to be used?

 1 Commercial space (retail, restaurant, office) List any specific ideas:

 4 Build additional public parking

 2 Residential Housing -- Rental units

 3 More civic uses/cultural uses. List specific ideas: Leverage town hall to make it more multi-purpose
Space for North Coast Theatre?

 5 Open Space/park uses:

 N/A Other: