

# City Hall/Town Hall

## Mixed Use Goals & Evaluation Criteria

{ July 7, 2014  
{ Del Mar City Council

# Goals for Incorporating Commercial:

1. Stimulate a vibrant community gathering space that is attractive to both residents and visitors.
2. Enliven this portion of Camino del Mar with pedestrian-oriented uses.
3. Expand the commercial activity to the southern end of the Village.
4. Provide a revenue source for City.
5. Maximize the use of parking after City Hall hours.

# Goals for Incorporating Housing:

1. Add vitality to municipal uses.
2. Generate revenue to contribute to this project or other City priorities.
3. Produce affordable housing.



# Goals for Incorporating Cultural Uses:

1. Activate the civic space with cultural activities.
2. Provide space for cultural activities not currently offered in Del Mar.
3. Generate foot traffic into the commercial area.



# Goals for Incorporating Additional Parking:

1. Provide the maximum number of public parking stalls feasible for the least amount of public funding.
2. Reduce parking impacts in the residential neighborhoods.
3. Provide a benefit of additional parking to the commercial district.
4. Provide for an In-Lieu Parking Program reservoir of parking.

# Additional Evaluation Criteria:

1. Does the mix of uses activate the civic site by attracting residents and visitors?
2. Does the mix of uses promote walkability, both to and from the project?
3. Does the parking required by the mix of uses substantially impact the provision of public parking?
4. Does the scenario provide for flexibility for changes of use or activity in the future?
5. Does the mix of uses provide revenue to offset the costs of constructing/operating municipal uses?
6. Other?

# Council Direction:

Provide direction to staff on:

1. Verify or Modify Goals for
  - a) Commercial
  - b) Residential
  - c) Cultural Uses
  - d) Additional Parking
2. Verify or Modify Evaluation Criteria for Scenarios