



# 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 10<sup>th</sup> Street to 15<sup>th</sup> 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 15<sup>th</sup> 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.

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 15<sup>th</sup> 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 13<sup>th</sup> 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](mailto:conversations@delmar.ca.us). She noted that there is information about other Community Conversations on the City's website: [www.delmar.ca.us](http://www.delmar.ca.us), flyers posted at City Hall, and flyers that will be included in the next few months utility billings.