



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

- 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

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.