



# City of Del Mar



## Community Conversation for Village Revitalization

May 26, 2011  
15<sup>th</sup> Street and Crest area  
7:00 pm to 9:00 pm

Staff: Mayor Mosier, Council Member Haydu, and Planning and Community Development Director Garcia

Community members: Approximately 32

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

The community members brought up the following suggestions for achieving a more pedestrian-oriented village:

- Planter triangles to separate pedestrians from parked cars
- Lighter, brighter paving (not gloomy), unit pavers are good for repairs
- Sidewalk cafés can be pedestrian hostile and an obstacle, keep tables along façade
- Sidewalks should be aligned, eliminate maze
- Sidewalk cafés are great amenity, enliven the walk and improves businesses
- Café Secret – curb can be an obstruction
- Likes 15<sup>th</sup> Street – wonderfully active

The community members brought up the following regarding traffic:

- Angle parking is easier, helps with the traffic flow
- Medians too small for any value
- Median is a pedestrian refuge
- Love new electronic crosswalks
- 15<sup>th</sup> Street and Camino del Mar median is too narrow to be effective
- Welcome the medians to break up / soften street / this should be a country road
- Bulb out at corners could help
- Diagonal parking – hard to back up into traffic, could consider back-in diagonal parking
- Concern with ‘sharrows’ (shared auto/bicycle lane), keep bikes and autos in separate lanes
- Consider bike lanes in the area between parked cars and the sidewalk
- Concern with traffic diversion to protect Crest Road from overflow traffic
- Consider parking at the median

- Plan for the future with a train tunnel, bikes could then be in the former rail alignment as the Coastal Rail Trail
- Consider CDM for two lanes north; one lane south
- Priority should be – pedestrians first. “Vehicles first” doesn’t make downtown more livable

The community members brought up the following regarding parking:

- Parking lots and shuttles could work well
- Southern parking and/or parking at City Hall
- City hall site could be a genesis of all parking
- Consider a Jitney to serve residential areas and parking areas
- Need employee parking so they don’t park in the neighborhood
- Concern of the mass and bulk of a parking structure; staff should illustrate mass and bulk of parking at City Hall
- Refer to Denver’s shuttle as an example
- Need catalyst project to stimulate revitalization
- Need storefront improvement incentives so business owners improve their property
- Each block should contain some parking
- Charge for parking
- Protect residents near the core from traffic and parking impacts
- Regulate delivery hours
- Protect residences with neighborhood parking permits

### DEFINE DOWNTOWN

The community members brought up the following regarding the downtown character:

- Need incentives to encourage redevelopment
- Where should City Hall be located? Keep City Hall in a prime location
- Make City Hall a landmark, the site could also include a community center, theatre etc. as the civic focus
- Move City Hall to former Jefferson site (Jimmy Durante and San Dieguito Drive)
- City Hall should be heart of community
  - Post office, library and City Hall = Civic Life
- Put City Hall and parking on the Shores property
- Pedicabs could serve transportation needs in downtown
- Provide street lighting and consistent paving in downtown
- 

### VILLAGE USES

The community members brought up the following regarding village uses:

- Second floor residential is a great idea
  - Residential will need parking

- Should residential be above restaurants?
- Portland has been successful with mixed use, it is a good model
- Keep employee parking out of neighborhoods
- Smaller, constrained cities have a central parking structure
- Concentrate on parking – parking solves everything
- City Hall is the show case and catalyst of downtown
- No chain stores
- More retail equals more failure
- A green grocer would be good
- Current village stores have sloppy signs, balloons and planters are dying, they should be improved
- If we do all this, what would make it economically viable:
  - Increased Floor area ratio (FAR)
  - Decreased Parking requirements
  - Increased Pedestrian exposure brings more patrons

What is the Village character?

- Historic character
- Del Mar is “A little chocolate box”
- “Village” is the perfect term, it is “homey”
- “Adopt a block” would help with implementation and maintenance
- Find creative ways to incentivize revitalization
- Move faster and don’t study to death
- Make us proud of City Hall

#### 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 the hosts for their generous and gracious hospitality.

Planning and Community Development Director Garcia thanked everyone for attending and encouraged them to give input to the City. Community members can give 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), and flyer posted at City Hall.