

City Council Priorities for Fiscal Years 2019-2020 and 2020-2021

CITY COUNCIL MISSION STATEMENT

The mission of the Del Mar City Council is to serve as the representative body that determines the local and regional needs of its citizens, sets goals, makes general policy, and exercises the responsibility to retain and enhance the special character of Del Mar based on the Community Plan.

CITY VISION STATEMENT

The vision for the City of Del Mar is to be a residential community with a vibrant downtown and a tranquil place of natural beauty where residents and visitors feel safe and enjoy opportunities for recreation and entertainment.

OVERALL GOALS AND OBJECTIVES

- GOAL 1:** Preserve and enhance the community character of the City with emphasis on natural resources.
- GOAL 2:** Manage the City's resources in a fiscally sound and prudent manner in order to protect the public's health, safety, and welfare.
- GOAL 3:** Communicate effectively with and engage the community.
- GOAL 4:** Provide leadership to influence decisions that impact the local and regional communities.

DEL MAR CORE VALUES & VALUE STATEMENTS

1) Fiscal Soundness

- We value working within our financial means.
- We value effective and efficient use of our resources
 - Select work efficiently
 - Monitor and make sure we are using resources effectively
 - Evaluate the quality of outcomes
 - Revise as-needed
 - Maintain adequate reserves

2) Communication & Transparency

- Provide effective and transparent communication to garner community awareness, engagement, and support.

3) Respect & Empathy

- We treat each other and the public with respect, dignity and fairness, based on mutual trust and communication; and encourage that for the community as a whole.

4) Environmental Stewardship & Sustainability

- Pursue opportunities to protect and restore natural resources.
- Do “our part” to address and adapt to climate change.

5) Leadership

- Intrinsic: We defend and pursue community values to set and adopt goals that ensure that which is important to the community.
- Extrinsic: We provide leadership on behalf of the community to influence regional, state, and federal decisions that impact us.

6) Serve the Community

- We listen and are responsive to the changing needs of our community.
- Implement the Community Plan.
- Provide government services in an efficient and equitable manner.

Big Issues/Council Goals and Identified Special Projects for Fiscal Year 2019-2020

- 1. Sea Level Rise Adaptation Plan Implementation**
 - Sea Level Rise Program and Local Coastal Program Amendments
 - SCoup Permit for Sand Replenishment and expanded Beach Sand Maintenance Program

- 2. Affordable Housing**
 - Current Housing Element Implementation (5th Cycle)
 - Task 1 – Create educational materials for condominium conversions
 - Task 2 – Create educational materials to incentivize accessory dwelling units (ADUs)
 - Task 3 – Implement Professional Commercial/North Commercial Zone Amendments to accommodate 20 units/acre
 - Task 4 – Explore housing partnerships with Fairgrounds
 - Develop 6th Cycle Housing Element

- 3. Railroad Issues (safe crossings, rails off bluffs)**
 - NCTD/SANDAG Study of Lateral Bluff Trails and Safe Pedestrian Crossings
 - Long-term planning efforts to remove the railroad off the bluffs
 - Work with Lagoon Committee and Torrey Pines Planning Group to evaluate five tunnel alternatives identified by SANDAG to identify a preferred option

- 4. Community Communications**
 - Continue to enhance communications with the community on City initiatives

- 5. Measure Q Implementation (Undergrounding)**
 - Undergrounding Project - Proceed with implementation and design of pilot project and identified first priority area. *(Subject to final approval by the City Council)*

- 6. Short Term Rentals**
 - Implement Short-Term Rentals Ordinance and Local Coastal Program Amendment

- 7. Climate Action Plan**
 - Exploration of Community Choice Energy

- 8. Shores Park Master Plan**
 - Continue development of Shores Park Master Plan

- 9. Technology**
 - Identify opportunities for maximizing use of existing City-owned technologies and possible future technology endeavors

- 10. Fairgrounds Relationship (traffic plan, affordable housing, local coastal program)**

- 11. Do a Good Job Managing the Review Process for Major Development Projects**
 - Initiate a Development Impact Fee Study

- 12. Commitment to a Vibrant Downtown and Thriving Businesses**
 - Develop and implement a Façade Improvement Program (DMVA)
 - Explore methods to allow “pop-up” uses in the Downtown Area

- 13. Weave Art throughout the City**