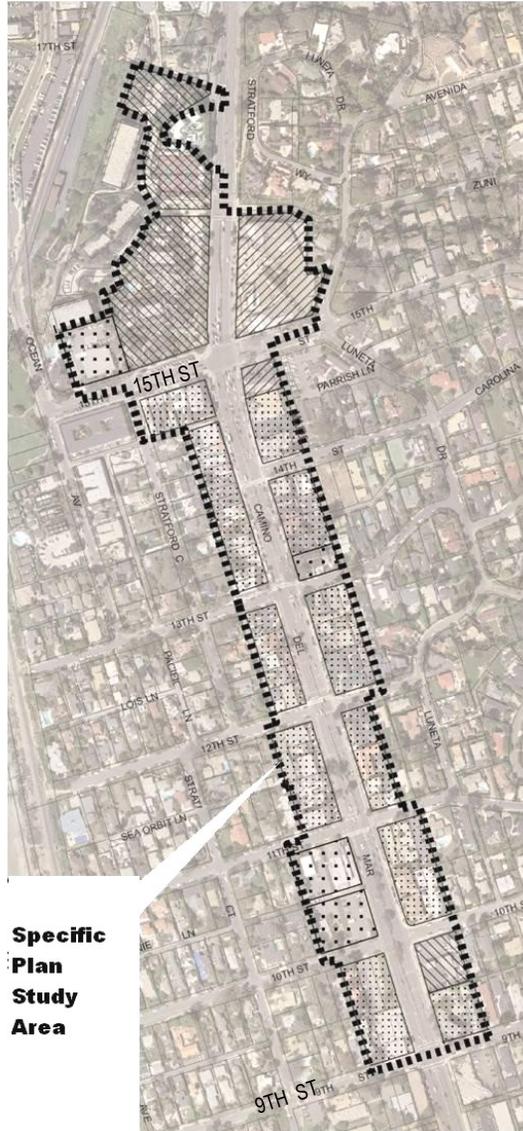


We are planning the  
**DEL MAR  
VILLAGE  
SPECIFIC PLAN**

*...and we need your help!*



**Specific  
Plan  
Study  
Area**



**City of Del Mar  
2012**



## THE CHALLENGE

The Del Mar Village evolved over time from small clusters of shops to service stations interspersed with automobile oriented commercial and office buildings. Service stations were later replaced by additional retail and office buildings while competition pulled many of the resident-serving shops out of the Village. A market assessment addressing the long-term viability of Del Mar's Village shows the need for revitalization. In many cases, the physical form of Camino del Mar is not conducive to the vision established in the Community Plan. Automobile oriented streetscapes diminish the visual appeal, parking is affected, discontinuous sidewalks hinder pedestrian accessibility, and single-use commercial zoning limits the vitality of the community.

## WHY REVITALIZATION?

The Del Mar Village is the social and economic heart of the community. In order to maintain its vision, the City embarked on a process of revitalization by preparing a Specific Plan as the implementing tool for the goals and objectives. The purpose is to:

- Implement the Community Plan's Goals
- Coordinate the development of private properties with public improvements
- Create the Village character the community desires
- Promote a more healthy environment
- Stimulate economic prosperity
- Plan for the future

## PLAN AREA

The Village Specific Plan boundaries include the Central Commercial Zone along both sides of Camino del Mar between 9<sup>th</sup> and north of 15<sup>th</sup> Streets, including portions of 15<sup>th</sup> Street west of Camino del Mar. The area is approximately 40 acres and contains 68 parcels. Three parcels in the Public Facilities Zone (City Hall, Library and Post Office) are included. The Del Mar Plaza and L'Auberge Resort Specific Plans are also included for planning purposes.

## VISION OF THE VILLAGE

Del Mar's Village is the City's central commercial district, a six-block stretch of retail, restaurants, offices, personal services and civic facilities. While the commercial area has shown some decline, the original vision approved by the Del Mar Community Plan (1976) has remained consistent, to:

- Maintain Village character
- Create a pedestrian oriented Village
- Provide economic and functional vitality
- Increase public open space
- Provide a mix of uses, including residential dwelling units

*The VILLAGE SPECIFIC PLAN is intended to implement the Del Mar Community Plan by focusing retail and office uses serving both residents and visitors along with residential and civic uses in an attractive, economically viable, pedestrian oriented area.*

## HOW DO WE ACHIEVE THE VISION?

The City of Del Mar is preparing a Specific Plan and a Program Environmental Impact Report (EIR) for the Del Mar Village during the coming months. Major components of this planning effort include:

- Community input—current
- Draft Plan & EIR review—Spring 2012
- City Council adoption of the Specific Plan, Local Coastal Plan Amendment and certification of the Final EIR—August 2012
- Public vote—November 2012
- California Coastal Commission approval of the Local Coastal Plan Amendment

# VILLAGE SPECIFIC PLAN CONSIDERATIONS



*Camino del Mar with diagonal parking, 2 travel lanes and roundabouts*

## PUBLIC REALM

The 100-foot-width of Camino del Mar's right-of-way has many, often competing, uses including pedestrians, bicycles, automobiles, emergency services, utilities and parking. A major goal of the Community Plan is to minimize the impact of the automobile on the character of Del Mar and to emphasize a more pedestrian oriented environment. The Specific Plan is considering:

- Providing parking structures
- Redesigning sidewalks and on-street parking to be continuous and aligned within the public right-of-way
- Designing opportunities for additional open spaces; passageways, seating areas and plazas
- Redesigning Camino del Mar to be a 2-lane roadway with diagonal parking and roundabouts at key intersections

## PRIVATE REALM

The Plan's proposal for the privately owned parcels is to change development standards for private properties and establish a mixed-use zone which allows commercial, personal services, office, hotel, parking and residential uses. Changes under consideration are:

- Based upon public benefit, building parcels could be able to increase their maximum development potential from the existing .45 Floor Area Ratio (FAR)
- Height limits on the western side of Camino del Mar could match the height on the eastern side of the street at 26'-0"
- Residential development, apartments and condominiums could be allowed in the commercial zone



*New retail, office and residential space could infill along Camino del Mar*

## HOW TO BE INVOLVED

- Community Conversations
- Environmental Impact Report (EIR) Meetings
- Planning Commission and DRB Workshops
- City Council Workshops and Hearings

See [www.delmar.ca.us](http://www.delmar.ca.us) for schedule

## FAQ'S

### **What can I expect out of this process?**

*There are many opportunities for public involvement to voice your opinion. The current schedule is posted on [www.delmar.ca.us](http://www.delmar.ca.us) on the Village Revitalization page.*

### **What will ensure that revitalization happens?**

*Revitalization is a partnership between public and private interests. The City can put into place the appropriate zoning, land use incentives and public improvements. The property owners can reinvest in their properties as they see fit. The business community can respond to both local and visitor interests. The community can support the Village by shopping and dining.*

### **When will this happen?**

*The Specific Plan envisions a 25-year time period, with many of the improvements being scheduled when funding is available. The planning document is anticipated to go to City Council on August 6, 2012 for adoption, and will go to a public vote in November, 2012.*

### **What are the public benefits?**

*There are many public benefits, here are just a few. A walkable downtown has been shown to increase sales revenue and property value. New parking areas, restaurants and shops will attract visitors. New housing will provide more patrons. New buildings will be more energy efficient, and a more walkable downtown will improve the character.*

### **How do we pay for all these improvements?**

*A public financing plan will be developed as part of the Specific Plan to show how the public improvements can be implemented over time. Private improvements will be the property owners' responsibility.*

### **Will reducing Camino del Mar to a 2-lane street create traffic congestion?**

*Congestion is caused by volumes and intersection delays. A 2-lane street with roundabouts will carry about the same amount of traffic as it does today at a slower speed. Roundabouts also improve safety for pedestrians and vehicles.*

### **Will two-story buildings block my view?**

*The Specific Plan is proposing to allow the second story on both sides of the street, with setbacks to buffer from surrounding residential areas. It is recommending that new commercial developments undergo Design Review to analyze private view impacts.*

### **What will happen if revitalization does not occur?**

*Without a viable commercial core, existing businesses will find it harder to attract customers. It will be more difficult to fund public improvements without the increase in revenue. Traffic capacity along Camino del Mar will be available for surrounding communities rather than the Del Mar development.*

### **How will we know if the Plan is achieving the goals?**

*The Specific Plan is establishing performance criteria or measures of success to track the progress. It will also develop an Action Plan that will show progress and make course corrections as necessary.*

