



## Questions and Answers Commercial Improvements

**Will increasing the height of buildings on the west side of Camino del Mar block scenic views from existing residences to the east, as well as compromise privacy and decrease sunlight for adjacent residents to the west?**

*The Specific Plan will allow a second story on both sides of Camino del Mar. Scenic views from existing residences to the east will be protected through the Design Review Process in the same manner as they are now. The Design Review Process will also evaluate unreasonable impacts to privacy and blockage of sunlight for residential neighborhoods to the west in the same manner as is done now.*

**Won't the construction of a wall of 30-foot tall buildings block sunlight, ocean breezes and views?**

*Required building setbacks and architectural setbacks will eliminate any shading impacts to adjacent properties from buildings. Ocean breezes coming from the west would not be blocked by buildings west of Camino del Mar. Properties located easterly of the Village are at a higher elevation and few properties would be affected by taller buildings along the west side of Camino del Mar. Views would be protected through the Design Review Process in the same manner as they are today.*

**Will three-story buildings be allowed, even if they would not block existing scenic views?**

*No. The development standards in the Specific Plan allow a maximum of two stories within the 26-foot building height limitation. An additional four feet of height would be allowed if used only for roof articulation, not a third story.*

**Why are buildings taller than two stories not being allowed?**

*An important goal of the Community Plan is to maintain the low scale massing of buildings and keep the existing diversity of architectural styles that contribute to the desirable character of the Village. Most residents believe that buildings over one or two stories would adversely affect that desirable character.*

**What will be the impact to residents of increased FAR and height in terms of views and size versus the human scale of current development?**

*Each new project will be evaluated by the Design Review Board to make sure that the proposed development does not unreasonably encroach upon primary scenic views of neighboring property and keep the proposed buildings in scale with other structures in the Village.*

**Will the Design Review Ordinance be modified to address the review of commercial parcels in the Village?**

*The need for changes to the Design Review Ordinance to make it better suited for reviewing commercial projects so as to eliminate or reduce conflicts with nearby residential uses is under consideration. Any changes to the Design Review Ordinance would be adopted by City Council after approval of the Specific Plan.*

**Is an increase in FAR from .45 to 1.00 enough to stimulate development or redevelopment of private parcels?**

*The financial feasibility of real estate development involves many factors. The Village Specific Plan will only affect development standards such as maximum building height and floor area. The Specific Plan will not affect the individual financial or personal circumstances of property owners or the existing and future economic conditions that play important roles in development feasibility.*

**Will the Specific Plan allow buildings with a floor area ratio (FAR) of 150%, which is over three times the current maximum FAR.**

*Yes, under specific circumstances. However, it is anticipated that only a few buildings will provide the Exceptional Public Benefits needed to qualify for the additional FAR. Exceptional Public Benefits currently included in the Specific Plan are defined as affordable dwelling units, additional public parking or publicly accessible open space.*

**Will the benefit to the City of collecting transient occupancy taxes (TOT) from lodging uses be considered an Exceptional Public Benefit and enable the property owner to exceed the 1.0 FAR?**

*All of the Exceptional Public Benefits have not been finalized at this time.*

**Will the Village Specific Plan legalize existing temporary enclosures?**

*The allowable floor area ratio (FAR) of buildings would be increased from .45 to 1.00 FAR. This would allow property owners with existing temporary enclosures to apply for a Design Review Permit to allow the temporary enclosures to become permanent, as long as the additional enclosed area is allowed by the other development standards in the Specific Plan. Parking spaces for the additional enclosed area would also need to be provided.*

**Will the modified FAR and building height provide enough incentive for a property owner to redevelop their property?**

*Each property owner has their own individual financial circumstances and is affected by current economic conditions in a different manner. Existing FAR and height limitations highly discourage redevelopment because most of the existing buildings are too big or too tall and would need to be reduced in floor area or height if redeveloped. The modified FAR and height would reduce this regulatory constraint for most property owners. The City of Del Mar has no influence or authority over current or future economic conditions.*

**Will the modified FAR and building height create retail spaces that are too expensive to rent?**

*According to a market study prepared in 2006 for a development in the Village, the Del Mar retail submarket attained the highest average asking rent in San Diego County and achieved a vacancy factor below the County average. New retail space being currently developed in nearby communities under similar economic circumstances would seem to indicate that development of retail properties is financially feasible in the region.*

**Is the proposed floor area ratio (FAR) of 1.0 guaranteed to be approved for all parcels in the Village?**

*No. The 1.00 FAR is the maximum floor area that can be approved on a parcel without providing an Exceptional Public Benefit. Additional potential constraints such as unreasonable view blockage from existing residents, privacy concerns for adjacent residents or private access agreements may limit total floor area to such an extent that the 1.00 FAR is not achieved.*

**If residential uses are allowed to be mixed with commercial uses, will all of the residential units be required to qualify as affordable dwelling units?**

*The Village Specific Plan will provide modest incentives to property owners who build residential dwelling units. However, larger incentives will be offered for residential dwellings that qualify as affordable.*

**Will the Specific Plan result in more resident serving businesses such as a grocery or hardware store?**

*Current horizontal zoning regulations that require only retail, restaurant or personal service businesses, to be located in the front street-level building spaces will not be changed. The City does not have the authority to require specific types of businesses to be established in the Village, however, a viable commercial district will provide services for residents as well as visitors.*

**What would happen if one developer combined a group of contiguous parcels? Could the developer build one large building that is out of scale with the rest of the Village?**

*No. Each individual project must be reviewed and approved by the Design Review Board. The Design Review Ordinance will be modified to provide better tools to evaluate the designs of the commercial projects so as to prohibit buildings that do not conform to the scale and character of the Village.*

**Will sidewalk cafes still be allowed within the public right-of-way?**

*Yes. No changes to the Sidewalk Café Ordinance are anticipated.*

**Will additional development be allowed prior to the construction of the two lanes with roundabouts on Camino del Mar?**

*Yes. The development schedule and activities on private parcels are under the control of the owners. They would be able to pursue development in conformance with the development standards in the Specific Plan according their individual circumstances.*

**Gov. Code 65852-All such regulations shall be uniform for each class or kind of building or use of land throughout each zone, but the regulation in one type of zone may differ from those in other types of zones, apply to the specific plan? If not, what is the legal authority for not applying? It seems to be a straight-forward requirement by the state for zoning regulations.**

*The uniformity requirement of Government Code section 65852 requires uniformity as to uses within a zone. The uniformity requirement is intended to prevent unreasonable discrimination against or benefit to particular properties within a given zone. Development regulations within a zone may differ provided there is reasonable and rational justification related to a legitimate public purpose for the differences.*



## Questions and Answers Community Benefits

### **What are the public benefits of the Village Specific Plan?**

*There are many public benefits; here are just a few. The redesign of Camino del Mar will allow for more generous and continuous sidewalks that will create a more walkable downtown and increase pedestrian and vehicle safety. Vehicles will be slowed by roundabouts and traffic congestion, air pollution and traffic noise will be reduced because vehicles will not be breaking and accelerating. The reduction in travel lanes allowed by the roundabouts will not impede emergency vehicles, but will create additional and more efficient parking that will sustain more businesses for residents and visitors while. New housing in the Village will create more patrons for businesses while providing an additional choice for residents wishing to down-size and remain in Del Mar. New buildings will be more energy and water efficient. According to the Urban Land Institute, these factors can improve residential property values as well as the commercial values.*

*The Specific Plan has strategies to control the interface of the Village with nearby residential properties. A reduction in traffic congestion will result in fewer neighborhood "cut-thru" trips. Additional, more efficiently utilized parking will reduce parking impacts to residential neighborhoods. Building setbacks and stepbacks will protect privacy and sunlight for adjacent residential areas and enhance public views to the ocean down cross-streets. Maintaining the current Design Review Process, with enhanced review criteria aimed at preventing or reducing commercial use conflicts with residential uses, will also protect primary scenic views from existing residences.*

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

*Without an attractive and viable commercial core, existing businesses will find it harder to compete for customers with new projects being developed in surrounding communities. It will be more difficult to fund City services and public improvements without maintaining or increasing revenue from sales, property and transient occupancy taxes. Traffic capacity allocated for Camino del Mar will be used up by the needs of surrounding communities rather than used for the benefit of Del Mar businesses and residents.*

### **Will the modified FAR and height generate more income for the City?**

*Increases in floor area typically result in increased sales with a corresponding increase in sales tax revenue for the City. Additional lodging facilities would also increase revenue to the City from the collection of transient occupancy taxes (TOT). In addition, improvements made to properties in the Village will increase property values with a corresponding increase in property tax revenue. The City is highly dependent on these sources of income to fund the routine City services such as police and fire protection, street maintenance and beach safety. The City also funds the purchase and maintenance of open space, reduction of stormwater pollution and enforcement of local ordinances expected by residents with this revenue.*

**Aside from the State authorizing the use of incentives for affordable housing and child care centers, what is the authority for the use of incentives for any other purpose?**

*The City derives its land use authority from its police powers under the California Constitution. The State Planning and Land Use regulations (California Government Code sections 65800 – 65912) are not specific grants of authority but are intended to provide minimum standards to be observed in local zoning regulations. Cities have specific authority under their land use powers to enact supplementary substantive, as well as, procedural regulations not inconsistent with State law. Government Code section 65917 is part of the State density bonus law the purpose of which is to encourage the development of affordable housing. Incentive zoning is commonly utilized to encourage the provision of public benefits through the provision of incentives. State law does not restrict the use of incentive zoning to affordable housing.*



## Questions and Answers Financing and Implementation

### **How is the City going to implement such a huge change?**

*This change is anticipated to happen over 20 to 30 years. Although the change appears grand when viewed cumulatively, change in the Village would most likely be at a much slower pace than we see throughout the rest of the city.*

### **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. Several potential strategies are described in the Specific Plan. Private improvements will be the property owners' responsibility.*

### **How can we finance the public improvements?**

*Public financing will most likely be a combination of different mechanisms, and the Specific Plan addresses various approaches. These include fees, exactions, debt, grants and cash financing. Bonds and facility improvement districts are also options. Private property owners will be responsible for their own redevelopment, if and when they choose to make changes.*

### **What will happen if the Village Specific Plan is not approved by voters?**

*The Village will continue to exist as it does now. There will be no major disruption of traffic caused by reconstructing Camino del Mar as a two-lane street with roundabouts, however, traffic delays and congestion will increase due to the limited traffic capacity of the existing street design. Sidewalks south of 13<sup>th</sup> Street will continue to create obstacles between pedestrians and buildings, and no additional on-street parking will be added to the Village. Without the economic incentives for property owners to build new buildings, existing buildings and businesses will likely remain as they are now, with only minor cosmetic upgrades. Competition from nearby commercial development will continue to reduce the retail and commercial viability of the Village.*

### **What will ensure that revitalization happens in the Village?**

*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 revitalization happen?**

*The EIR and Specific Plan are anticipated to go to City Council on August 6, 2012 for adoption. The Specific Plan will go to a public vote in November, 2012. The City envisions a 20 to 30-year time period for complete implementation of the Plan, with many of the public improvements being scheduled when funding is available. The private parcels will redevelop at the will of the property owners.*

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

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

**If approved, what will come first?**

*The Specific Plan contains an implementation plan and an action plan. The public improvements and administrative actions that the City can implement are outlined with anticipated timeframes. Private development may happen on some properties in the short term and others would happen in the long-range timeframe.*

**If the Specific Plan is approved by both the City Council and the voters, what happens if a flaw or technical error is discovered or unintended consequences occur?**

*Several processes to amend the Specific Plan are built into the document. The amendment process ranges from administrative amendments intended to correct typographic or other minor technical flaws to another public vote that would be needed to make significant changes.*

**How will the Specific Plan affect the existing Central Commercial and Public Facilities zoning regulations in the Del Mar Municipal Code?**

*The allowed uses and development standards for the existing Central Commercial and Public Facilities Zones will be replaced by the allowed uses and development standards in the Specific Plan.*



# City of Del Mar



## Questions and Answers Open Space Improvements

### **Will the Village Specific Plan create any additional open space?**

*No additional publicly owned and maintained open space is required by the Specific Plan. However, private open space that will be available to the public is anticipated. Incentives for the development of paseos, plazas and sidewalk cafes that are open for public use will result in more open space for public use. In addition, reconfiguring Camino del Mar from four to two lanes and the addition of roundabouts will create more public sidewalk area for pedestrian-oriented uses.*



## Questions and Answers Parking Improvements

### **How many additional public parking spaces will be added by redesigning Camino del Mar from four lanes to two lanes with roundabouts?**

Approximately 50 to 60 angled parking spaces will be added to the existing parallel and Town and Country parking spaces that currently exist along Camino del Mar. Motorcycle and mini-car parking spaces will also be added in areas where a traditional parking space will not fit.

### **How will new projects be able to provide adequate parking if buildings can cover more of each parcel? Will there be enough room left on the parcel for parking?**

*An alternative means of providing parking spaces is for the project to pay for providing parking spaces in another location in the Village. This payment is called an “in-lieu parking fee”. The fee would be collected by the City to pay for the development of public parking facilities within the Village. This method is commonly used in other cities.*

### **Will the increase in development make parking more difficult in the Village?**

*Each new development project or change in use will still be required to provide additional parking for that new or intensified use. The “Park Once” strategy will make parking spaces on the currently underutilized private parcels available for all customers and the public.*

### **Why are the parking ratios being reduced in the Village? Won’t this just create a bigger parking problem?**

*A large number of underutilized private parking spaces in the Village will become available for use by the public with the implementation of the “Park Once” strategy. This will offset the reduction in parking ratio for new projects.*

### **Why are there two parking ratios in the Specific Plan?**

*The current parking ratio will be preserved in the Village for those property owners that want to maintain the existing private parking that can be reserved for the customers and tenants of their buildings. A lower parking ratio will be allowed for those property owners that are willing to allow their private parking spaces to be used for public parking. The lower parking ratio will provide adequate parking because the combined private and public parking spaces are used much more efficiently.*

### **The parking ratios in other nearby cities are much lower. Why are the parking ratios in Del Mar so high?**

*The parking ratios in Del Mar are very similar to the parking ratios in nearby cities. For example, Encinitas requires 10 spaces per 1,000 square feet of restaurant and Del Mar requires 11.1 spaces per 1,000 square feet. Many cities are incentivizing smart growth development by providing opportunities for reduced parking requirements similar to the “park once” strategy in the Village Specific Plan.*

**Can some of the required parking on a parcel be designated as private and some designated as public to qualify for the reduced parking ratio?**

*It has not been determined if this is a feasible approach for providing required parking. The decision regarding providing both public and private parking on the same parcel will be determined during development of the Parking Management Plan.*

**It sounds like the City is taking private parking spaces away from property owners. Why does the City want to do this?**

*The City is not converting private parking to public parking. Property owners have the option of keeping their private parking spaces reserved for private use. If the property is redeveloped or the use is intensified, additional private parking must be provided at the current parking ratio if the property owner wants it to be private. A reduced parking ratio is available for providing required parking if it is available for public parking. This reduced parking ratio is allowed because it can be used more efficiently if it is available to both public and private users.*

**What are the consequences of eliminating the Town and Country parking in front of parcels with existing buildings and uses?**

*The eliminated Town and Country parking spaces would no longer be counted towards the required parking for the use on that parcel. The existing use could be continued without having to provide additional parking spaces until the parcel is redeveloped or the use is intensified. Any parcel that intensifies the use or adds additional floor area would be required to provide the additional incremental parking required for the additional building square footage or the difference between the existing use and the intensified use.*

**Would the angled parking within the public right-of-way count towards the required parking for the immediately adjacent buildings like the existing Town and Country parking is now?**

*No. The existing Town and Country parking is partly on the private parcel. The proposed angled parking would be entirely within the public right-of-way.*

**How will the general public know when it is OK to park on private parcels?**

*When public parking is allowed on private parcels, signage will be required to inform the public that they can park in that location.*

**Can a property owner provide all required parking for a building by paying in-lieu fees?**

*The percentage of required parking (if any) that cannot be satisfied through payment of in-lieu parking fees has not been determined at this time.*

**Will oversized vehicles that extend into the travel and bicycle lanes be allowed to park in the angled parking spaces on Camino del Mar?**

*Parking enforcement will ticket or tow parked vehicles that hinder emergency vehicles or create a danger to bicyclists or motorists.*

**Will delivery trucks be allowed to park on Camino del Mar and block the bicycle lane and buffer area?**

*If delivery vehicles become a problem, several solutions are available. These solutions include reserving angled parking areas as early morning loading zones when parking demand is low and requiring delivery trucks to use side streets or the alleys behind businesses for deliveries.*

**Won't the cars backing out of the angled parking spaces create traffic congestion by stopping traffic?**

*Camino del Mar will include both a 5 to 6-foot wide bicycle lane and a 5 to 6-foot wide buffer area to prevent parked cars from backing directly into the travel lane. This 10 to 12-foot wide area will also be used to provide space for cars to stop and allow emergency vehicles to pass.*

**Will the parking spaces on Camino del Mar be reverse angle spaces that require cars to back into them?**

*Reverse angle parking spaces have been shown to be safer for bicycle riders because cars will not back out into the bicycle lane. However, some drivers do not like them. The City Council will make this decision during the final design of the Camino del Mar street improvements.*

**Why doesn't the City just build a parking structure to supply additional public parking in the Village?**

*The City of Del Mar does not have the funds to pay for the construction of a parking structure without the means of being paid back over time.*

**How will the City pay for the construction of a parking structure at the City Hall site?**

*A variety of funding sources are available. These sources include revenues from parking fees charged for parking in the structure, implementation of a Parking Benefit District that would collect fees from property owners and businesses that would benefit from having additional public parking, private money from a public/private partnership created to develop the City Hall site requiring that public parking be provided over and above the parking required for the on-site uses and in-lieu fees paid by new projects, expansion of existing buildings or intensification of uses that require additional parking spaces.*

**How much will the "in-lieu parking fee" cost?**

*The cost of providing a parking space for parking that is not provided on the same parcel as the use for which it is required must be determined prior to setting the fee. A Parking Management District to administer parking resources will be created prior to implementation of the Specific Plan.*

**Will I have to pay to park in the Village after the Specific Plan is implemented?**

*The Specific Plan is recommending that a Parking Management District be created in the Village to efficiently manage the existing and future parking resources in the City. The methods employed to manage the parking resources in a manner that provides adequate parking resources in the Village and minimizes the impacts of business customers parking in residential neighborhoods may include paid parking in the Village and permit parking in the residential neighborhoods.*

**Will employees of businesses and others be allowed to park for an unlimited period of time in public parking spaces?**

*No. Time limits will be placed on public parking spaces as is currently done. In addition, the proposed Parking Management Plan will address the issue of employee parking in a comprehensive manner.*

**Will additional public parking be provided prior to construction on Camino del Mar to offset the anticipated reduction in public parking during construction?**

*Additional public parking is already available at the City Hall site at 1050 Camino del Mar. Depending on the demand created by the loss of parking during construction, the number of parking spaces at the City Hall site and could be increased and other sites could be used for parking during construction. Directional signage would need to be used to inform and direct residents and visitors to the additional parking spaces. . Other potential actions could include an expansion/extension of the valet parking program currently operated by the Del Mar Merchants Association (DMVA).*

**Would it be feasible to relocate the Public Works facility and provide parking with shuttle services for employees of businesses in the Village?**

*This alternative has not been analyzed. However, the feasibility of this alternative could be studied in the Parking Management Plan proposed in the Specific Plan.*

**Will parking for the handicapped be provided?**

*Yes. The American with Disabilities Act requires handicapped parking spaces to be provided.*



## Questions and Answers Pedestrian Improvements

### **How do pedestrians cross streets that have roundabouts at intersections?**

*The pedestrians cross each travel lane prior to the lane entering or after the lane exits the roundabout. Pedestrians do not enter the roundabout.*

### **Wouldn't keeping the signals and stop signs be safer for pedestrians?**

*Roundabouts are safer for pedestrians than traditional intersections. Because the roundabouts allow Camino del Mar to be reconfigured with only two travel lanes, the time and distance required for pedestrians to cross Camino del Mar will be reduced from approximately 25 seconds to cross the four travel lanes and a left-turn lane at a traditional intersection to approximately 4 seconds for each of the two travel lanes. The design of roundabouts provides a pedestrian safety island between the two travel lanes. In addition, pedestrian injuries are reduced because vehicles move slowly when approaching and exiting the roundabouts.*

### **Will the pedestrian crossings with flashing lights at 14<sup>th</sup> and 12<sup>th</sup> Streets be kept?**

*Yes. These pedestrian crossings located midway between roundabouts will be retained and improved by connecting all four corners with crosswalks. The reduction in travel lanes on Camino del Mar from four to two travel lanes will allow the crossing distance and times to be significantly reduced. This will increase pedestrian safety and reduce traffic delays caused by cars waiting for pedestrians to cross four travel lanes. Pedestrian crossings will also be added at 10<sup>th</sup> Street.*

### **What will happen to the existing walkways in front of buildings that currently have Town and Country parking?**

*The reconfiguration of Camino del Mar will result in a consistent and continuous sidewalk located at the front property line. The front property line on parcels with Town and Country parking is typically at the midpoint of the parking space, with one-half of the parking space and a public walkway located on the private parcel. Relocating both the parking space and the sidewalk into the public right-of-way will allow the property owner to regain the use of this area.*

### **What is wrong with the existing sidewalks? Why do they need to be replaced?**

*The public sidewalks north of 13<sup>th</sup> Street were reconstructed in compliance with the Americans with Disabilities Act (ADA) in 2009. The walkways south of 13<sup>th</sup> Street consist of a variety of surfaces that were constructed by each property owner when the Town and Country parking plans were approved by the City. These private walkways that serve as the public sidewalk weave around parking spaces, stairways, landscaping, private driveways and other obstacles. In some areas they are in poor condition, unlighted at night. Sidewalks do not exist along some parcels. These conditions discourage pedestrians from venturing south of 13<sup>th</sup> Street, especially at night.*

**How wide will the sidewalks be on Camino del Mar?**

*Sidewalks will be a minimum of 10 feet wide, and wider where possible. The generous curb extensions at the roundabouts will add additional width to the sidewalks.*

**Will private driveways that cross the sidewalk be allowed to remain?**

Yes. These driveways are needed to provide access to existing parking. When parcels that have driveway access to Camino del Mar are rebuilt, driveways will not be allowed to access parking areas from Camino del Mar unless there is no other feasible alternative.

**Will the recently completed improvements to the sidewalks on Camino del Mar between 15<sup>th</sup> and 13<sup>th</sup> streets be ripped up to make way for the street and sidewalk improvements proposed in the Specific Plan?**

*The recently improved sidewalks on both sides of Camino del Mar were constructed in conformance with Americans for Disabilities Act standards with funds from a combination of federal, state and city sources. While it is not known if the final engineering design for the reconfiguration of Camino del Mar will be able to keep the existing sidewalks, every effort will be made to preserve them.*



## Questions and Answers Review Process

### **What can I expect during this review 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.*

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

*The planning phases are underway now. The first draft of the Specific Plan was available for community review and comment on March 19, 2012. The entire process is anticipated to be finalized and adopted by City Council on August 6, 2012. The vote is scheduled for November 6, 2012. Implementation will take place over the next five to twenty years as public funds are allotted and private property owners choose to redevelop. It will take time, but that is why the planning is being done now.*

### **Why are there two different draft documents to review?**

*The first document is the draft Village Specific Plan, which describes the vision for the Village, development standards for both the private properties and the public realm, and the implementation strategies to finance and build the vision. The second is the Draft Program Environmental Impact Report (PEIR), which assesses the environmental impacts, reviews alternatives to the Specific Plan and suggests mitigations to reduce impacts.*

### **If the election is not until November, why do comments on the EIR need to be submitted no later than May 4, 2012?**

*The California Environmental Quality Act requires that an environmental impact report (EIR) be prepared to describe the effects to the environment that would be created by approval of the Village Specific Plan. After the public comment period is finished on May 4, the City of Del Mar, acting as lead environmental agency, must consider and then make detailed written responses to each comment made about the environmental effects of the Specific Plan. For there to be enough time to consider all of the comments and make changes to the Specific Plan prior to the deadline for the Village Specific Plan to qualify for the General Election in November 2012, the City Council must certify the EIR and adopt the Specific Plan no later than August 6, 2012.*

### **What will you do with my comments?**

*We expect a number of comments. Some will be questions; which will be answered at a variety of conversations, events, website postings and public meetings, workshops and hearings during the review process. Some will express opinions or request changes; which will be collected for focused discussions at City Council and answered in written form as part of the EIR review process.*

### **How long will there be opportunities to provide input regarding the Specific Plan?**

*As long as changes made to the Specific Plan do not increase any of the environmental effects to a level that is considered to be significant, the Specific Plan may be modified prior to the August 6, 2012 City Council hearing. Once the Specific Plan is submitted for the November ballot, no changes can be made.*

**Will any changes based on comments be made?**

*The City Council will direct the changes made to the Specific Plan to address comments and concerns from the community.*

**Assuming City Council approval, when is the public vote expected?**

*November 6, 2012 is the General Election.*

**What are we voting on in November?**

*We are not voting on “revitalization” per se. We are voting on a set of tools to kick-start the process of revitalization. That set of tools we’re using is described in the Village Specific Plan. In California, a Specific Plan is akin to the zoning code for a particular area. The Village Specific Plan will regulate the building height, lot coverage, and other characteristics. It will also be used to prevent new development from interfering with existing residents and to preserve community character. Our Community Plan called for a Specific Plan for the Village to be prepared back in 1976.*



## Questions and Answers Traffic Improvements

### **Won't reducing Camino del Mar to a 2-lane street create more traffic congestion?**

*Congestion is almost always caused by delays at intersections rather than not having enough travel lanes. A 2-lane Camino del Mar with roundabouts at 15<sup>th</sup>, 13<sup>th</sup>, 11<sup>th</sup> and 9<sup>th</sup> Streets will carry more traffic than it does today. Roundabouts also improve safety for pedestrians and vehicles.*

### **I don't believe that two traffic lanes on Camino del Mar will carry more traffic than the current four lanes. How does that work?**

*The current four-lane configuration also includes two traffic signals and two stop controlled intersections. This creates significant delays and congestion. Replacing the traditional intersections with roundabouts allows traffic to travel through the intersections without stopping multiple times while in the line of cars backed up at the intersection. This increases the capacity and reduces congestion.*

### **The roundabouts look confusing and dangerous. Aren't they much more dangerous than signal or stop sign controlled intersections?**

*Roundabouts are safer than traditional intersections in several ways. Roundabouts eliminate the severe T-bone and head-on accidents in traditional intersections because the all of the vehicles are traveling in the same direction in the roundabout. In addition, vehicles will be traveling at slow speeds, not speeding up entering the intersection to beat the traffic light. Pedestrians crossing streets at roundabouts are more visible to drivers and cross only one lane of traffic at a time, rather than four or five lanes of traffic at traditional intersections. Safety studies document that injury accidents are typically reduced by 75%, and reduce all accidents by 35%.*

### **If reducing Camino del Mar to one lane in each direction creates a steady line of moving traffic, how will vehicles be able to get across or make turns?**

*Roundabouts are designed to enable the free flow of traffic through intersection in all directions. The slow vehicle speeds in the roundabout allow other vehicles to safely merge into the roundabout and exit in the direction in which they want to travel.*

### **Wouldn't a large number of pedestrians crossing Camino del Mar slow traffic flow and create congestion, especially at 15<sup>th</sup> Street?**

*The reduced walking time needed to cross only a single lane of traffic at a time would create minimal slowing of traffic flow. If pedestrian crossings slow traffic enough to create congestion, pedestrians could be held back from the edge of the travel lane for a short period of time by a pedestrian crossing signal.*

**Why aren't traffic signals being proposed to replace the stop signs and increase the capacity of Camino del Mar?**

*Signalizing the intersections currently being controlled by stop signs would increase the capacity of Camino del Mar from the approximately 26,000 trips with two lanes and roundabouts to about 30,000 trips with signals. However, the signalized intersection design would still require four travel lanes. This would increase traffic speeds and reduce pedestrian safety in the Village, eliminate the opportunity to increase public parking and widen sidewalks, and further accentuate the importance of vehicles over pedestrians. Overwhelming public input favors the two-lane with roundabout redesign over the signalized intersection redesign.*

**Why are roundabouts not proposed for other streets that intersect Camino del Mar, such as Del Mar Heights, Carmel Valley, Coast Boulevard, 25<sup>th</sup> Street, etc.**

*These intersections are not included within the Village Specific Plan. The traffic study prepared for the Specific Plan does not identify the need to make changes to these other intersections for traffic in the Specific Plan area to adequately function.*

**Will Camino del Mar be able to handle the high number of pedestrian and cars generated during busy days, such as the opening day of the race track?**

*Streets and sidewalks are not typically designed to accommodate circumstances that only rarely occur. This would result in improvements that would be unused a large majority of the time.*

**How do the roundabouts proposed for Del Mar compare with the roundabouts in nearby communities?**

*Both Encinitas and La Jolla have roundabouts similar to those proposed in the Specific Plan. The four roundabouts on La Jolla Boulevard in Bird Rock carry more average daily trips within a narrower right-of-way than Camino del Mar. In addition, the peak hour volumes for La Jolla Boulevard in Bird Rock were higher in 2002 than the peak hour volumes for Camino del Mar in Del Mar in 2012.*

**Will northbound traffic still be prohibited from turning left during the afternoon peak traffic time?**

*Yes. Traffic signage and enforcement to prohibit left turns will remain in place.*

**What will the impact of narrowing Camino del Mar be to nearby residential streets?**

*The reconfiguration of Camino del Mar from four lanes to two lanes also includes the reconfiguration of the intersections from signal and stop controlled intersections to roundabouts. This reconfiguration will accommodate from 22,000 to 26,000 vehicle trips per day compared with the existing capacity of 15,500 trips per day. With the additional capacity of the reconfigured Camino del Mar, nearby residential streets will be used less by motorists trying to avoid traffic congestion.*

**Will emergency vehicles still be able to use Camino del Mar to respond to emergencies?**

*Yes. The roundabouts are designed to accommodate the turning radii of emergency vehicles. In addition, the combined width of the single travel lane, bicycle lane and buffer area behind the angled parking spaces is adequate to accommodate the need for emergency vehicles to overtake and pass vehicles that stop.*

**How will large trucks and busses negotiate the roundabouts?**

*The turning radii of roundabouts are designed to accommodate trucks and busses. Oversized vehicles are able to use the mountable outer portion of the island, if necessary.*

**Where will the travel lanes be reduced from two lanes to one lane in each direction?**

*Traveling southbound on Camino del Mar, the two existing lanes will be merged into one lane between the hotel entrance at L'Auberge Del Mar and 15<sup>th</sup> Street. The existing bus stop at 15<sup>th</sup> Street will be moved northward to the south side of L'Auberge Del Mar. The street will expand to two travel lanes immediately south of 9<sup>th</sup> Street.*

*Traveling northbound, the merge from two lanes to one lane will occur between 7<sup>th</sup> Street and Wesley Way to allow room for a bus stop north of 8<sup>th</sup> Street. The street will expand to two travel lanes north of 15<sup>th</sup> Street, in front of Del Mar Plaza. The existing bus stop would be kept.*

**Will the flow of traffic from the fairgrounds be restricted?**

*Camino del Mar will have increased traffic capacity. No further changes are proposed that would otherwise affect the flow of traffic to or from the fairgrounds.*

**Will traffic on Sea View Avenue still be able to turn left onto southbound Camino del Mar?**

*The Traffic Study for the Specific Plan does not make any recommendations for eliminating this access to Camino del Mar. Keeping the traffic signal on Camino del Mar at Plaza Street will create gaps in the flow of traffic to allow cars to cross Camino del Mar at this intersection.*

**How will the redesign of Camino del Mar affect posted speed limits?**

*Posted speed limits are based on the actual speeds of vehicles traveling on specific sections of road. While the actual speed of vehicles driving into and through the Village will be affected by the redesign of Camino del Mar, the Village Specific Plan is not involved in determining the posted speed limits.*

**Will any efforts be made to reduce the impacts created during construction of Camino del Mar to business owners?**

*Yes. The City will implement a program known as CONE (Construction Outreach Notification Effort) program to ensure construction efficiencies, minimize disruption of access to businesses, pre-approve alternative signage and parking accommodations during construction and coordinate with business owners to resolve unanticipated problems that arise during construction.*

***Would all of the public improvements on Camino del Mar be constructed at one time, in phases or block by block?***

*Construction phasing and timing has not been determined at this time. Availability of funds and the ability to maintain acceptable traffic flow and pedestrian access to businesses during construction will be important considerations.*

**Can the public improvements described in the Specific Plan (two lanes with roundabouts) be decoupled from the changes in development standards (increase in FAR, building height, etc.) proposed for the privately owned parcels?**

*The capacity of Camino del Mar is currently being exceeded and congestion will continue to increase as surrounding development increases. The redesign of Camino del Mar will increase its capacity so that it will handle the increased trips created by the additional development in the Village as well as the anticipated increase in traffic created by surrounding development. If Camino del Mar is not redesigned, much needed additional public parking will not be provided and the additional trips generated by the increased development in the Village would increase traffic to an unacceptable level.*



## Questions and Answers Village Specific Plan

### **Why does our downtown need to revitalize?**

*Del Mar has a beautiful village, but it is slowly changing, and not all for the better. Revitalization is needed to solve some of the problems facing the Village and create opportunities to attract the uses desired by the community in a physical form that best supports the community goals.*

*Some of the problems we see are continued congestion on Camino del Mar; the lack of a safe and enjoyable pedestrian environment; the decline in retail shops especially those serving our residents; commercial properties that are not at the same quality as our residential neighborhoods; the need for better parking; and the need for more energy efficient buildings. Many of these issues have been brought up over the years. We want our Village commercial areas to stay competitive and prosperous, as that contributes to Del Mar's overall economic health, value and quality of life.*

### **What is revitalization?**

*Literally, revitalization means "to renew; to give new life or energy to somebody or something." It's a term that has often been associated with the Del Mar Village and often means different things to different people:*

- *To a Village business owner, it may mean improvements that will bring more patrons to their establishment;*
- *To a Village property owner, it may mean an opportunity to rebuild;*
- *To a resident, it may mean bringing more local-serving retail;*
- *To a local family, it may mean new shops and restaurants to patronize;*
- *To a visitor, it may mean more reason to visit Del Mar;*
- *To all property owners, it may mean more revenue for needed public improvements;*
- *To one Del Marian, it may mean a way to spruce up downtown and raise overall property values; while to another Del Marian, it may mean a way to implement the goals of the Community Plan.*

### **What is a Specific Plan and why is the City preparing this type of document?**

*A Specific Plan is authorized by the State of California as a tool to systematically implement a portion of a Community Plan. A Specific Plan must describe the land uses in the plan area, the essential public facilities needed to support the land uses, the development standards that will regulate development and the implementation measures necessary to build the plan. The Specific Plan must be consistent with the Community Plan.*

### **What is in the Plan?**

*The Specific Plan addresses the Community Plan's vision. It proposes pedestrian and open space improvements, improvements to Camino del Mar, new strategies for parking, standards for new development, adding residential uses, protections for community resources and strategies for implementation these proposals.*

**What is the new Specific Plan recommending?**

*The Specific Plan articulates a vision for the Village and makes recommendations for the public realm as well as the private properties, and includes a financing plan and implementation program. The recommendations allow new multi-family residential within the Village, as well as new retail, restaurant and personal services to better round out the mix of uses. It changes the zoning to allow additional floor area (1.0 FAR). It allows new second floors along the west side of Camino del Mar (26 feet) that is dependent upon Design Review Board review and approval that would guarantee protection of neighborhood views. The plan also controls where the buildings can be built on the parcels, making sure they are separated from the adjacent residential neighborhoods. In the public realm, it is looking to solve some of our traffic problems with a redesign of Camino del Mar to two travel lanes with roundabouts which allows for expanding areas for the pedestrian and for public parking.*

**This looks great for the property owner, but what is in this for the resident?**

*There is something for everyone. The redesign of Camino del Mar will allow for more generous and continuous sidewalks that will create a more walkable downtown and increase pedestrian and vehicle safety. Vehicles will be slowed by roundabouts and traffic congestion, air pollution and traffic noise will be reduced because vehicles will not be breaking and accelerating. The reduction in travel lanes allowed by the roundabouts will not impede emergency vehicles, but will create additional and more efficient parking that will sustain more businesses for residents and visitors while. New housing in the Village will create more patrons for businesses while providing an additional choice for residents wishing to down-size and remain in Del Mar. New buildings will be more energy and water efficient. According to the Urban Land Institute, these factors can improve residential property values as well as the commercial values.*

*The Specific Plan has strategies to control the interface of the Village with nearby residential properties. A reduction in traffic congestion will result in fewer neighborhood “cut-thru” trips. Additional, more efficiently utilized parking will reduce parking impacts to residential neighborhoods. Building setbacks and stepbacks will protect privacy and sunlight for adjacent residential areas and enhance public views to the ocean down cross-streets. Maintaining the current Design Review Process, with enhanced review criteria aimed at preventing or reducing commercial use conflicts with residential uses, will also protect primary scenic views from existing residences.*

**Why is the Specific Plan so complicated? Wouldn't it be easier to just increase the FAR in the zoning ordinance?**

*The Specific Plan accomplishes more than increasing the FAR. It also addresses the effects that would result from increasing the FAR such as increased traffic trips, lack of an adequate number of parking spaces in convenient locations, providing more publicly accessible open space, calming traffic, reducing air and noise pollution, encouraging residential uses in the Village and many other community benefits.*

**Isn't the Village Specific Plan just the same thing as the Form Based Code that was proposed several years ago?**

*City Council elected not to pursue the Form Based Code, which is a type of zoning code. We are preparing a Specific Plan for all of downtown. It is a similar process to that done for the Garden Del Mar Project a few years ago, and the Hotel and Del Mar Plaza many years ago.*

*The Village Specific Plan process is a bit different than what Del Mar has experienced in the past. The Village Specific Plan is programmatic. There are no specific development proposals such as there was at the Garden Del Mar, Hotel and Plaza. So we won't be seeing any proposals for individual buildings like we did in these projects. In California, many Specific Plans are actually prepared at the programmatic level prior to any one particular development proposal. This gives the citizens the ability to shape the Plan and be ready when a property wishes to redevelop. The Specific Plan will have regulatory language, land use controls, requirements for building form and incentives for providing exceptional public benefits. The Form Based Code did not propose incentives, floor area ratios, or land use controls.*

**Why not just change our zoning code?**

*A Specific Plan is a more comprehensive approach. A change to our zoning code will only affect future development on private properties, when and if that development occurs. The Specific Plan also looks at implementation and associated improvements on the public properties, including our streets. One of the critiques of the Form Based Code efforts was that it did not look at downtown comprehensively and did not address implementation. The Village Specific Plan is doing just that.*

**Will we still have the Design Review Board review?**

*Yes. The Design Review Board will still review all development proposals to ensure compatibility with surrounding properties as well as to protect the privacy and primary views of residents.*

**What happens to the Design Review Board?**

*The Specific Plan will maintain our currently DRB process and review authority. The Specific Plan will not "streamline" the process for downtown development projects as proposed by the Form Based Code Committee. Projects will still have to be reviewed by the DRB for potential invasion of privacy and view blockage. The Design Review Ordinance will be modified so the Board will have better tools to evaluate the designs of the commercial projects allowed by the Specific Plan.*

**What is the relationship between the Village Specific Plan and Measure B (DMMC Chapter 30.54-Downtown Initiative Overlay Zone)?**

*Measure B requires that any project proposing more than 11,500 square feet of building area or development of a parcel larger than 25,000 square feet prepare a Specific Plan that must be approved by a public vote. If the Village Specific Plan is approved by the City Council and a public vote, it would satisfy the requirements of Measure B for individual projects that conform to the Village Specific Plan. Conforming projects would not be required to prepare their own Specific Plan and be approved by a public vote.*

**Why are there two different draft documents to review?**

*The first document is the draft Village Specific Plan, which describes the vision for the Village, development standards for both the private properties and the public realm, and the implementation strategies to finance and build the vision. The second is the Draft Program Environmental Impact Report (PEIR), which assesses the environmental impacts, reviews alternatives to the Specific Plan and suggests mitigations to reduce impacts.*

**What is an Environmental Impact Report (EIR) and why was it prepared?**

*The California Environmental Quality Act (CEQA) requires that a document describing the potential environmental effects of a project be prepared to inform both the public and decision makers (City Council). The Village Specific Plan is considered a project because it affects the land uses and development standards for both private and public properties located within the Village area. The EIR is required to be written under the assumption that the maximum allowable development will occur, both within the Village area and the region surrounding it. The EIR will also satisfy the CEQA requirements for individual private and public projects that are in conformance with the Village Specific Plan.*

**If the Specific Plan is approved by City Council and a public vote, can it be changed in the future?**

*Specific Plans are required to have a mechanism for amendments. The Village Specific Plan includes procedures for both major and minor amendments. Major amendments would require another public vote, minor amendments would require a super majority of City Council and technical or typographic errors could be corrected by the Department of Planning and Community Development.*

**How can I learn more?**

*There are a number of forums for outreach. A full schedule can be found at [www.delmar.ca.us](http://www.delmar.ca.us) on the Village Specific Plan page. The technical studies that support the Plan and EIR analysis can be found in the appendices. Earlier documentation is also posted on the City's website.*