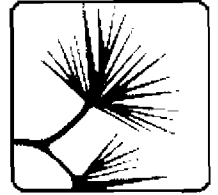




City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director *KAG*
Via Mark Ochenduszko, Interim City Manager *MO*

DATE: October 3, 2011

SUBJECT: Progress Report on Village Revitalization

REQUESTED ACTION/RECOMMENDATION:

Receive report and provide input on progress of Village Revitalization.

EXECUTIVE SUMMARY:

Staff has been completing tasks associated with Village Revitalization according to the schedule. To date, staff has developed and implemented the first tasks of the Outreach Plan, including Community Conversations; is developing alternatives for the second round of Community Conversations; and has initiated the EIR process and preparation of planning documents.

DISCUSSION/ANALYSIS:

Village Revitalization Work Program

Staff has been actively continuing the process of revitalization planning according to the schedule put forward at the April 25, 2011, City Council meeting and now modified based upon the July 25, 2011, City Council direction to prepare a Specific Plan. This more detailed schedule is included as Attachment A. Tasks and milestones are detailed in Attachment B, and progress is noted.

Most recently, staff has:

- initiated the process of CEQA review and associated technical studies, including negotiation and recommendation of the EIR consultant;
- prepared for the next series of Community Conversations, designed as a workshop on October 20th, followed by an Open House on October 21st and 22nd (Attachment C);

City Council Action:

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- prepared to staff a booth at the Taste of Del Mar & Arts Stroll on October 2nd for further outreach;
- developed draft alternatives for conceptual private property development based upon input from the Community Conversations;
- developed draft alternatives for the public right of way based upon input from the Community Conversations;
- prepared diagrams that illustrate existing policies and their constraints;
- initiated draft performance measures;
- met with interested property owners as requested; and
- furthered the analysis of economic conditions, in particular, sales tax data.

Next Steps:

Next steps in the work program include:

- developing illustrative graphics of village alternatives;
- preparing for Community Conversations workshop and open house
- conducting the EIR work program;
- conducting technical studies on parking and traffic;
- preparing EIR baseline conditions report;
- continuing outreach to residents, property owners and businesses;
- conducting Community Conversations workshop regarding alternatives;
- facilitating a community open house as part of the Community Conversations;
- developing the Village Plan regulatory documents and CEQA documents;
- reviewing the regulatory document; and
- conducting the public vote.

FISCAL IMPACT:

The Village Revitalization work plan effort is included in the adopted Fiscal Years 2011-2012 and 2012-2013 Operating and Capital Budget.

ENVIRONMENTAL IMPACT:

The updates on Village Revitalization are, in themselves, not a project and not subject to CEQA. The Village Revitalization Plan will have CEQA review as part of its process, which is being initiated with a separate resolution by City Council.

ATTACHMENTS:

- Attachment A - Village Revitalization Planning Schedule
- Attachment B - Progress on Work Tasks
- Attachment C - Community Conversations Announcement

ATTACHMENT A

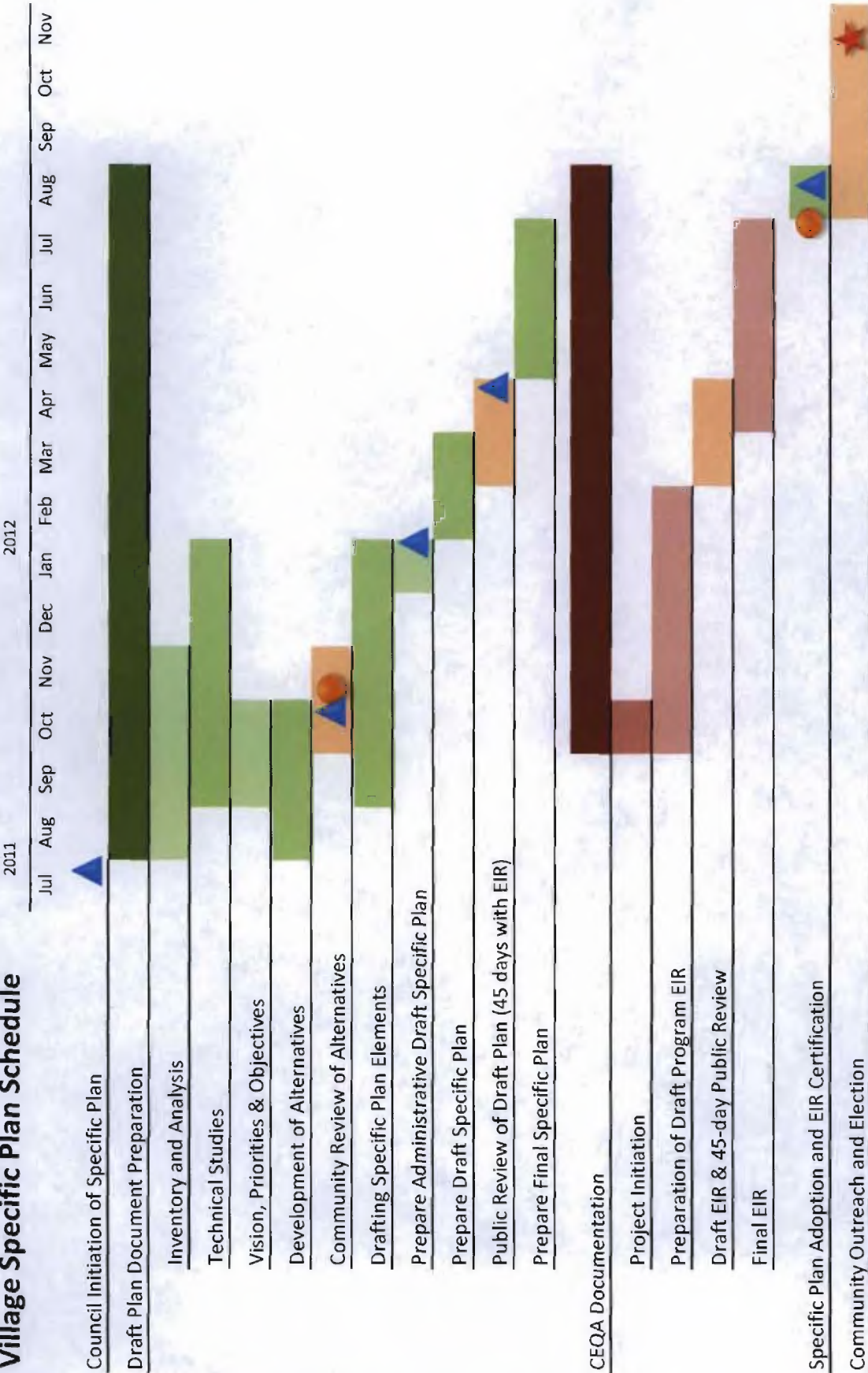
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Attachment A

Village Specific Plan Schedule



- Key:
- Orange circle: Planning Commission/DRB
 - Blue triangle: City Council Hearings/Workshops
 - Red star: Key Milestones

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ATTACHMENT B

For City Council Report dated October 3, 2011

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VILLAGE PLAN WORK PROGRAM TASKS

Progress Report – October 3, 2011

COMMUNITY INPUT PROGRAM

Determine Components of Community Input Program

- ✓ Develop Plan– *completed April 25, 2011.*

Prepare for Community Input Program

- ✓ Prepare Materials – *completed April 25, 2011.*
- ✓ City Council Meeting – *completed April 25, 2011.*

Implement Community Input Program

- ✓ Conduct Community Conversations – *scheduled between April 28 and June 5, 2011 – completed.*
- Business Owner and Property Owner meetings – *outreach conducted in mid-July, interested property owners have since scheduled meetings with Director. Additional outreach to follow Community Conversations and Alternative Development.*
- ✓ Hold Planning Commission (PC) Workshop – *held July 12 as an initial workshop to discuss the preparation of a Specific Plan and the study area boundaries.*
- ✓ Hold Design Review Board (DRB) Workshop *held initial workshop on July 27 to discuss the criteria for ordinance revisions to better address review of downtown projects.*
- Conduct Community Open House – *planned for early October.*
- ✓ Post on City Webpage – *August 1, 2011 updated with a site devoted to Village Revitalization and will continue to be updated at each milestone.*
- Post Public Service Announcement (PSA) on Del Mar TV – *to be developed.*
- Distribute Revitalization Factsheet – *to be developed.*

DRAFT VILLAGE SPECIFIC PLAN

- ✓ Prepare Detailed Work Program for Specific Plan and City staff.
- Define Plan Alternatives – *Alternatives are being developed for both the final “form” of revitalization as well as procedural alternatives. The first round to be discussed is “form”. Camino del Mar alternatives are drafted, Roundabout intersections have preliminary review; other circulation alternatives are being drafted and analyzed. Pedestrian realm alternatives are being developed. Massing alternatives are being explored. Height alternatives are being studied. Setbacks and build-to lines are being defined.*
- Prepare Draft Specific Plan per Community Input – *task initiated by staff with Council authorization on July 25, 2011 and is continuing its production according to schedule. Recently staff has refined a draft of the document outline; drafted the Project Area descriptions and Background section and is initiating drafting on regulatory sections.*

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Currently, staff is developing alternatives for the next round of Community Conversations and workshops scheduled for early October. Staff has been working on parking alternatives, including the recommendations for an in-lieu fee. Staff has initiated traffic counts.

- City Council Liaison Review –scheduled on a regular basis, at least monthly.
- City Council Presentation with Public Testimony – to be scheduled.
- Revisions to Draft Village Plan per City Council Input – to be scheduled.
- City Council Presentation with Public Testimony – to be scheduled.
- Revisions to Draft Village Plan per City Council Input – to be scheduled.
- City Council Approval of Draft Village Plan and Alternatives to Plan – to be scheduled.

COMMUNITY REVIEW PROGRAM

Implement Community Review Program – to be scheduled.

- Conduct Community Conversations – scheduled for October 20, 2011.
- Hold Planning Commission (PC) Workshop.
- Hold Design Review Board (DRB) Workshop.
- Conduct Community Open House. – scheduled for October 20-22, 2011.
- Post on City Webpage – update continues.
- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) COMPLIANCE – under way.

- Technical Studies for Draft Environmental Impact Report (Draft EIR) – initiating October 3, 2011
 - Land Use Analysis – initiating October 3, 2011
 - Traffic Studies – initiating October 3, 2011
 - Visual Analysis – initiating October 3, 2011
- Preparation of the Draft EIR – initiating October 3, 2011
- Draft EIR Public Review Period.
- Review Written Responses to Public Comments on Draft EIR.
- Certification of Final EIR Hearing.

COMMUNITY OUTREACH PROGRAM – to be scheduled for spring.

- Conduct Community Conversations.
- Hold Planning Commission (PC) Workshop.
- Hold Design Review Board (DRB) Workshop.
- Conduct Community Open House.
- Post on City Webpage.
- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.

ELECTION PREPARATION – to be scheduled.

- Prepare Documents to Call Election.
- City Council Resolution Calling Election.
- Prepare Election Documents.
- Election in November 2012.

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ATTACHMENT C

For City Council Report dated October 3, 2011

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CITY OF DEL MAR
1050 CAMINO DEL MAR
DEL MAR CA 92014

COMMUNITY CONVERSATIONS ON VILLAGE REVITALIZATION

Please join the City Council for a stimulating community discussion about Village revitalization efforts and the Village Specific Plan. A workshop and open house have been organized to discuss alternatives. Please feel free to attend either the workshop, open house or both. The workshop and open house will occur in City Council Chambers, 240 10th Street.

City Council Workshop:

- ◆ Thursday, October 20, 2011 / 6:00 pm to 8:00 pm / City Council Chambers

Open House (staffed with Planning Department staff):

- ◆ Friday, October 21, 2011 / 10:00 am to 4:00 pm / City Council Chambers
- ◆ Saturday, October 22, 2011 / 10:00 am to 4:00 pm / City Council Chambers



The workshop will consist of a presentation and round-table discussions with City Council members. The Open House will allow you to review the alternatives in a more leisurely fashion, discuss them with staff, and provide your opinions and preferences. Alternatives will address various options for Camino del Mar and overall development framework for commercial properties, such as allowed use, height, and lot coverage.

For more information on Community Conversations, please check the City's website at www.delmar.ca.us; email us at conversations@delmar.ca.us or phone 858-755-9313 x160. Also, while you are there be sure to sign up for the City's email newsletter.

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