



City of Del Mar Agenda Report

TO: Honorable Mayor and City Council Members

FROM: Kristen M. Crane, Assistant City Manager
Beth Murray, Senior Management Analyst
Via CJ Johnson, City Manager

DATE: June 1, 2020

SUBJECT: City of Del Mar COVID-19 Response Efforts

REQUESTED ACTION/RECOMMENDATION:

It is recommended that the City Council receive a presentation from staff and approve a \$10,000 earmark of CARES Act funding for businesses needing certain permits for re-opening.

DISCUSSION/ANALYSIS:

At the May 4, 2020 City Council meeting, the City Council requested that a standing item be added to the City Council agenda related to the City's response efforts to the current Coronavirus (COVID-19) pandemic. In addition to general updates which will be provided verbally by the City Manager on June 1, 2020, below is an update on efforts to assist the business community with reopening.

Understanding that the COVID-19 crisis has had a significant impact on the Del Mar small business community, especially restaurants and cafes, the City Manager issued a letter to Del Mar restaurant owners and managers on May 21, 2020 (Attachment A) letting them know about the various permit types that are available to them that could help them with their re-opening efforts.

Acknowledging that each restaurant may have site-specific challenges unique to them, the City Manager offered individual meetings with Planning and Community Development Department staff to review the permit processes available to them.

The five options outlined in the letter that are available to help restaurants and businesses to re-open include:

- Curbside or Drive-thru Service (Temporarily Available during COVID-19);

City Council Action:

- Temporary Outdoor Service and Sales (Available through October 6, 2020);
- Sidewalk Café Permit (Available for up to 3 years);
- Increased Temporary Commercial Signage (Available through October 6, 2020);
and
- Mobile Vending on Public Right of Way and Private Property (Available as-needed).

Additionally, on May 22nd staff attended a meeting hosted by the Del Mar Village Association (DMVA) and Viewpoint Brewery to share this information as well as provide business representatives with contact information so they could reach out to staff with any questions regarding their specific needs. Staff also shared information about the County-sponsored handwashing stations and asked businesses for suggestions on the best places to locate them in the downtown area.

To further assist businesses, staff recommends to earmark \$10,000 from the recently-announced allocation the City will receive of the Coronavirus Aid, Relief, and Economic Security (CARES) Act Coronavirus Relief Fund (CRF) for fee subsidies for businesses who may need Planning permits to address site-specific challenges. The emphasis would be on restaurants who might need to expand into nearby areas in order to comply with the Public Health Order for table spacing. Therefore, staff is recommending that this fee subsidy be up to \$500 per business for Sidewalk Café Permits and Temporary Outdoor Service and Sales.

FISCAL IMPACT:

None with this report.

ENVIRONMENTAL REVIEW:

The proposed City Council action does not constitute a “project” under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Section 15378 because it will not have a potential to result in a direct or indirect physical change in the environment and is, therefore, not subject to CEQA. No further action under CEQA is required.

NEXUS TO CITY COUNCIL GOALS AND PRIORITIES:

This is an operational item.

ATTACHMENTS:

Attachment A –City Manager Letter to Del Mar Restaurants



CITY OF DEL MAR

May 21, 2020

Dear Del Mar Restaurant Owner/Manager,

The City of Del Mar recognizes the impact that the COVID-19 crisis has had on our local small business community, especially on restaurants and cafes. We want to take this opportunity to thank you for your service and contributions to our local economy. Your business is important to the community and helps bring commerce to our City that, in turn, generates sales tax revenue to fund essential City services and programs.

As we look toward recovery, the City has five options currently available that could help your business in the re-opening process.

- Curbside or Drive-thru Service (Temporarily Available during COVID)
- Temporary Outdoor Service and Sales (Available through October 6, 2020)
- Sidewalk Café Permit (Available for up to 3 years)
- Increased Temporary Commercial Signage (Available through October 6, 2020)
- Mobile Vending on Public Right of Way and Private Property (Available as Needed)

Planning and Community Development Department staff are available to walk you through the process and provide information on any of the options above. Please send an inquiry to planning@delmar.ca.us to get started.

Now that Governor Newsom has approved the re-opening for dine-in services, we also wanted to find out if there are any site-specific challenges you may have that would keep you from re-opening your business or in recovery efforts.

If your business includes alcohol sales, the Department of Alcoholic Beverage Control (ABC) has provided regulatory relief in response to the COVID-19 crisis. More information is available at www.abc.ca.gov/law-and-policy/coronavirus19

Please contact Beth Murray, Senior Management Analyst at bmurray@delmar.ca.us to discuss your specific, locational needs so we can help accomplish a successful re-opening and recovery.

Come talk to us. Together we can make our business community stronger.

Sincerely,

CJ Johnson, City Manager