



**A PROJECT OF THE CITIZENS OF DEL MAR
REPORT TO THE CITY COUNCIL**

**Rosalind Lorwin, Mayor
Arlene Carsten
Louis Terrell
James Tetrault
Harvey Shapiro**

From The Del Mar 2000 Steering Committee

**prepared by the Jerde Partnership, Inc.
363 FIFTH AVE. SAN DIEGO, CALIF. 92101
(619)235-0012**

DEAR FRIENDS

This report represents the culmination of the citizens' community planning process for the downtown area of Del Mar. The ideas presented were originally suggested by the many participants in the Del Mar 2000 citizen workshops. These ideas were first incorporated and embellished in the plans presented by the four design teams chosen during the Del Mar 2000 Design Competition. And, now, they have been given new perspective in this professional planning report.

Not every idea is endorsed by every citizen, nor even by total consensus of the Del Mar 2000 Steering Committee. But every idea is given expression and the major themes--those which generated consensus in the community workshops during this lengthy planning process--are given shape and substance.

The plan is a guideline for the future. Some of its proposals can be embarked upon immediately; others will await the time when a development project is proposed. The advantage of this plan is that it places the City in the positive position of planning ahead. It offers guidelines for the City and for those who propose projects within the downtown area, so that these projects will be compatible with Del Mar's General Plan and reflect objectives of the larger Del Mar 2000 process. No longer will we be in the position of reacting to whatever proposal we receive, but rather we will be able to play an active role in designing our future and soliciting proposals to create the type of central village which we desire.

This plan takes into account the increasing development in the surrounding region in the years ahead. It provides answers to the often raised question: What is Del Mar doing to preserve its way of life in the face of the massive changes to the East of us--and also to the North and, to some extent the South, as well? It concentrates on automobile circulation and parking patterns; pedestrian patterns; a cohesive, central, pedestrian-oriented core, and is based on the notion of commercial "nodes" which serve as filtering points for traffic and people. Emphasis is placed on public transportation systems within Del Mar and the surrounding area.

It responds to a consistent set of themes that emerged from the citizens' workshops. Key examples include a desire to diminish the impact of the automobile on the pedestrian life downtown, the concept of parking cars in satellite areas and bringing people to the downtown area by jitney or shuttle bus, and the concept of providing variety in the spatial arrangements in downtown Del Mar so as to create the impression of a central core, rather than a strip development.


In this report, we are shown how these themes can be applied to Del Mar. The possibilities are exciting; they open our eyes to a downtown area which will be a lively, attractive, pedestrian core of shops, restaurants, and offices. The intent is to create a true "village" of easily accessible small enterprises for residents and visitors to enjoy.

Through the two years of the community planning process leading to this report, many, many people have been involved. It is impossible to thank them all individually, but we would like to recognize the following groups:

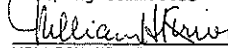
- The City Council and the City Staff, for endorsing and supporting the Del Mar 2000 process.
- The many citizens who walked the downtown area and generated ideas in the citizen workshops.
- The designers who gave so generously of their expertise to help the process.
- The financial experts who volunteered their knowledge on public/private financing.
- The planning experts who also volunteered their services on the evaluation panels.
- The Del Mar Cable TV volunteers who recorded this community process for posterity.

This has been a model process of which Del Mar can be proud. Everyone has volunteered to help plan a downtown commercial center which will continue to be desirable well into the future, meeting the demands that will be placed upon this area during the next twenty years, without sacrificing the special character which we value so much.

As the Steering Committee for the Del Mar 2000 process, we are happy to have brought to fruition, in this report, a positive guideline for the future of the City.


ROSALIND A. LORWIN
Mayor and Chair


MICHAEL COWETT
Steering Committee


WILLIAM KIRWIN
Steering Committee


BUD EMERSON, Consultant


JERRY FISCHER, Consultant


JAN MC MILLAN, Staff

PREFACE

The report that follows is a unique planning document in that it represents a strong collaboration between the work of the Consultant and the Del Mar community. The Del Mar 2000 process was initiated and conducted by the citizens themselves, and has involved virtually all factions of the community from practicing professionals to elementary school students. The theme of this process was creative observation and analysis of what can and should happen in Del Mar as we approach the year 2000. The focus of the project is on the Central Del Mar commercial district.

The Jerde Partnership, acting as a consultant to the Del Mar 2000 Steering Committee, was presented with a program of community involvement which had already spanned two years and produced a collection of ideas and concepts ranging from vast Citywide changes, to more subtle concepts for change, focused around specific areas of the community. The challenge in preparing the report was creatively to synthesize these existing ideas and concepts in a plan that is reflective of community desires, cohesive in the relationship of its parts, and that translates into an achievable program for implementation. The result of this challenge is a comprehensive model for change in Del Mar which includes recommendations, guidelines, and ideas to be pursued. It is unlikely that all of the ideas contained in the report will be implemented as illustrated. In some cases, ideas and concepts will be fully developed; others will be modified or partially implemented. Thus, the purpose of the model is to present a working tool to guide implementation towards the larger objectives of the Del Mar 2000 project.

The format of the report is to approach the central area of Del Mar from a broader regional perspective. The first part of the report explores this larger perspective and considers its importance in providing a context. The focus of the report then narrows as you progress and ends in a detailed analysis of the central commercial district or "Village Center area". This area is where the real emphasis of the Del Mar 2000 project is placed.

While the City of Del Mar has, in the past, approached and resolved many planning issues facing the community, from condominiums on the beach to canyon preservation, it has never successfully addressed the problems and opportunities facing the Central Del Mar commercial district. The Del Mar 2000 project boldly confronts such issues and proposes to pursue such opportunities. It is our belief that when properly implemented, the concepts and ideas reflected in this report will transform Central Del Mar from the existing strip commercial orientation divided along two sides of a highway into a village atmosphere expressive of its special environmental setting.

THE JERDE PARTNERSHIP INC.

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INTRODUCTION

BACKGROUND ON DEL MAR

The City of Del Mar has a tradition of environmental awareness and active involvement by its citizens in planning for its future. Its magnificent seaside setting and unique topographical conditions have been an ever-present consideration in determining the physical design of the City. From early days on, Del Mar has made planning decisions that have built on its relationship to the ocean and promoted an organic form of development expressive of the natural topographical base. In recent years, the citizens of Del Mar have fought hard to maintain an appropriate scale and character for this intimately sited seaside town.

In the 1950's the community struggled to change the planned location of I-5 through Del Mar to its present location to the east. In the 1970's, pressure for large scale condominium development threatened the canyons, coastal bluffs and ocean views. In response, the citizens developed a general plan designed to maintain a small town character emphasizing relatively low-density development within the City. Many important environmental programs have followed this action, such as a cooperative venture with the City of San Diego to preserve Crest Canyon, an innovative program for lagoon enhancement, and an aggressive program for the acquisition of park and natural open space.

The Del Mar 2000 program presented in this report represents a significant step forward into another area of environmental opportunity. This opportunity lies in the largely untapped potential of the Del Mar commercial district and how it can be developed to create a functional and symbolic center for the entire community. The environmental features and low-scale residential character already established provide a perfect point of departure for the development of a village center concept. Thus, the concept behind Del Mar 2000 is to create an intimately scaled urban experience around an active, vital and pedestrian oriented downtown.

THE DEL MAR 2000 PROCESS

The Del Mar 2000 project started with a proposal by two long-time Del Mar residents to develop a long range City planning effort based on designer/artist collaboration and community involvement in both civic design development and decision making. The proposal was motivated by the observation that many of the unique environmental and urban design characteristics of the City are diminished by a built-in conflict in the way the City's main street, Camino Del Mar, functions to express these special qualities. Camino Del Mar, which provides the main focus of commercialism and sense of "townness" within the community was viewed as a traffic congested highway dividing the community in half, and precluding the creation of the pedestrian village that was felt a more appropriate expression of Del Mar's specialness. The main objective as stated in the proposal was "to develop a plan for the downtown area which embodies design excellence, which will have the support of all segments of the population, and which will be implemented through the formal City decision-making process." The following guidelines were included as the basis for pursuing this objective:

1. Stimulate participation in the design process by all segments of the community: professional designers, artists, residents, business and local government.
2. Insure participation in economic feasibility studies and workshops by members of local business and government.
3. Aim toward redevelopment solutions which will rely on a combination of private and public financing.
4. Avoid polarization of the community by promoting communication and dissemination of information regarding innovative civic designs throughout the planning process.

Beyond these guidelines a process was presented in the proposal that outlined a phased approach to proceeding with the program. It consisted of the following four phases:

Phase I: To conduct a series of brainstorming workshops in which citizens, professional designers and artists would work together in small groups. These workshops would be designed to produce creative ideas, promote design awareness, identify problems and opportunities and set goals and priorities.

Phase II: To conduct a series of "thematic" workshops to develop and analyze design alternatives pro-

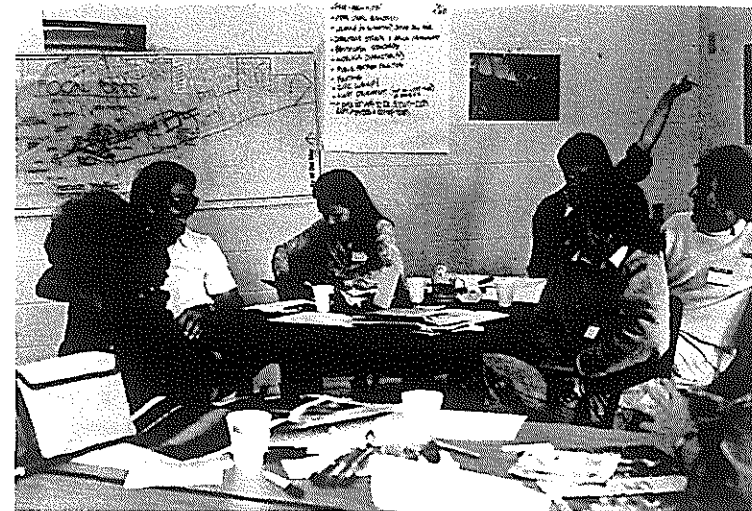
posed in Phase I. Some of the themes to be considered were: places for people, traffic circulation, parking, cultural environment, economic feasibility, etc. This phase was expected to encourage interaction among specialists of various disciplines: artists, architects, urban designers, financial specialists, urban developers, ecologists, landscape architects and others.

Phase III: To sponsor design competitions among those designers and artists who participated in the workshops in order to create a high level of design excellence and community consensus on design solutions.

Phase IV: To introduce solutions into the formal city decision making process.

The Del Mar 2000 process began in January, 1981. During March and April, five community workshops were held, attracting large numbers of citizens and design professionals to brainstorm ideas for the downtown area. Several ideas and concerns were raised, such as:

- Traffic circulation patterns and how to decrease the impact of the automobile on the City. Special attention was given to Camino Del Mar.
- Satellite parking lots or underground parking to reduce the visibility of cars.



- A more pedestrian oriented downtown.
- Alternative modes of transportation: mini-bus, shuttle bus, dial-a-ride, bicycles, golf carts, etc.
- Location of civic center.
- Elements to be included in a civic center: theatre, City offices, library, etc.
- A more intimate and attractive downtown by narrowing the roadway, allowing buildings to project into the road, promoting retail over office use, varying building densities and height, using air space, etc.

The ideas discussed in the workshops were widely discussed throughout the community, resulting in the schools sponsoring a Del Mar 2000 "art project."

The Del Mar 2000 Steering Committee, composed of one representative of the City Council, the Budget Committee and the Chamber of Commerce, worked with community volunteers and design professionals to direct the project towards implementation.

In May and June, attention was focused specifically on solutions to traffic congestion on Camino Del Mar. Various design teams developed their ideas and presented them to the community. In addition, work shops were held involving



private citizens and local professionals with expertise ranging from urban design to public finance. A particular emphasis was placed on generating ideas for cooperation between public and private sectors in financing the Del Mar 2000 project.

In January of 1982, a community design competition was held to allow design professionals an opportunity to pursue concepts and ideas one step further. The focus of the competition was the location of a civic center within a detailed conceptual plan. The objective of the conceptual plan was to reflect the ideas of citizens and design professionals as expressed in earlier workshops and throughout the Del Mar 2000 process. Seven plans were submitted, plus an eighth plan designed by the City Planning Dept. Three plans were selected and the City Planning Dept. was encouraged to pursue its plan as a fourth alternative. It was generally agreed that all four of the selected plans contained common ideas and themes and that the objective should be to combine the better aspects of each entry into one coordinated plan.

Once the four plans were received and accepted, a new phase of workshops began. This phase included review of physical design concepts and financial considerations by a panel of experts and a multi-disciplinary committee of design and planning professionals (The San Diego Committee on Design Issues). Following the discussion and review period, the Steering Committee decided to request proposals from professional planning and design consultants. The objective of the Request for Proposal (RFP) was a report documenting the entire Del Mar 2000 process, and synthesizing the better elements of each of the four plans into a single coordinated planning effort. A consultant was selected (The Jerde Partnership) and the process of producing the report began.

The Steering Committee met with representatives of the Jerde Partnership on a weekly basis for approximately two months. The meetings were conducted as workshops in which ideas and concepts from the four plans were discussed and tested, and the program for the implementation was outlined and discussed. Throughout these workshops, the consultant's role was to provide professional and creative advice and to extract as much information as possible from Steering Committee members. Input from the Steering Committee was supplemented by various other citizen volunteers (Committee Consultants), who participated throughout the workshop phase. In addition, the City Planning Dept. and the three winning design teams were invited to participate and provided input to the workshop process. The result of this process is the report that follows. It represents a diversity of input reflecting over two years of intense, highly creative involvement by many private citizens and public officials planning the future of their City.

PART I - GOALS & OBJECTIVES

GOALS AND OBJECTIVES

An important first step in the program is the establishment of goals and objectives. The goals and objectives of the report fall into one of the following three categories:

1. Community Goals
The first category includes those goals that reflect the citizens' image of what is good about Del Mar as it now exists, and what physical changes should be pursued that enhance and expand on the existing environment.
2. Objectives of the Report
This category outlines the reasons for producing this report and specifically how it will be used to accomplish the community goals.
3. Implementation Objectives
This category includes objectives as they relate to developing a framework for implementation.

COMMUNITY GOALS

Many ideas for physical changes in the Del Mar community were presented throughout the Del Mar 2000 process. In reviewing these ideas and concepts, a central theme emerged as the basis for the overall program:

To encourage changes and innovations in the physical design of Del Mar, particularly in the commercial district along Camino Del Mar, while achieving a high degree of environmental sensitivity and an intimately scaled "village" atmosphere.

With this in mind as the central theme, virtually all of the ideas and concepts expressed to date can be represented in a set of general goals and objectives for the Del Mar 2000 project. They are as follows:

- Develop and pursue implementation of a regional circulation and access system aimed at eliminating unnecessary traffic through Del Mar, and encouraging the use of i-5 for regional commuter traffic.
- Pursue the concept of peripheral parking lots and transit stops with local transit service to downtown.

- Discourage through traffic on Camino Del Mar and return the balance of street activity to the pedestrian.
- Emphasize the direction of the east/west streets, thus reducing the linear strip commercial feeling that exists along Camino del Mar.
- Preserve long range ocean views through the community from major streets and public spaces to promote and enhance the perception of Del Mar as a seaside community.
- Terrace and articulate the form of new development to emphasize views of the ocean from public and semi-public spaces such as public plazas, view terraces within retail/restaurant developments, etc.
- Pursue the creation of a pedestrian-oriented urban village along Camino Del Mar south of 15th Street.
- Use streetscape design elements to create a comfortable walking experience throughout central Del Mar.
- Work to increase public spaces such as urban plazas and mini-parks in the Central Del Mar commercial area.
- Develop the circulation system in and out of Del Mar as a series of gateways and develop design programs to enhance and expand on existing gateway qualities.
- Consider the development and use of the fairgrounds/lagoon area as having an integral circulation and commercial land use relationship to the Central Del Mar area.
- Encourage new development that varies in density and mixed-use characteristics within guidelines designed to preserve the village scale and character.
- Provide standards for excellence and innovation in architectural design that encourage creative expression within an overall theme for the village character.
- Use continuity in streetscape design to help integrate varying architectural types into a cohesive and understandable environment.
- Encourage the upgrading and vitalization of commercial properties along Camino del Mar within a plan that maintains the appropriate balance of outside commercial/tourist influences with local resident activities.

- Develop a process for continued citizen involvement in community planning and design issues as the Del Mar 2000 project progresses.

OBJECTIVES OF THE REPORT

The principal objectives of the Del Mar 2000 report are as follows:

- To record the work of the Steering Committee and two years of enthusiastic citizen input into an organized and concise planning document.
- To illustrate the recommendations of the Del Mar 2000 project and present them in a form that will easily translate into an implementation program.
- To present prototypical design concepts to communicate the ideas expressed throughout the process and serve as a design model for public and private developments.
- To present general guidelines for development that are designed with built-in flexibility to respond to the dynamics of the urban development process.
- To provide a conceptual basis for more specific studies, including feasibility analysis and precise planning efforts associated with project implementation.



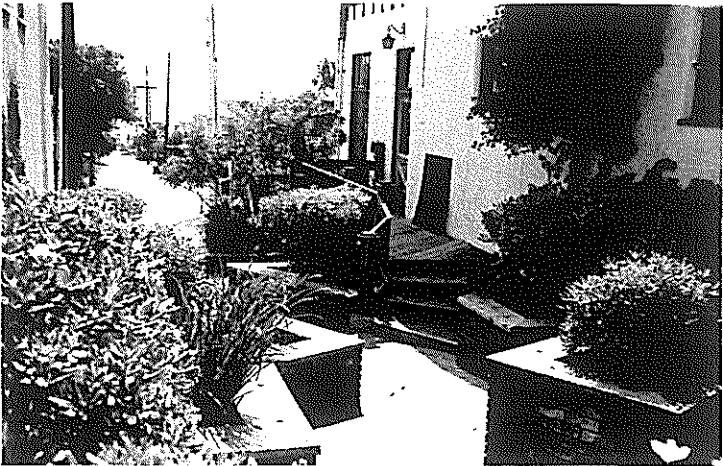
The report is presented at the level of concept design to serve as a model for the future development of the City. It purposely avoids the in-depth analysis that will ultimately be required for the implementation of plan elements. It does, however, provide a comprehensive program for development that represents a radical departure from conventional planning techniques. Underlying the concepts presented in this plan are strong, well thought-out recommendations for changes to the existing circulation system and a new direction for the growth and development of the commercial fabric of the City.

These recommendations should not be taken lightly. They should be further analyzed for the financial and community development implications they present and then be actively pursued as critical steps in the implementation of the plan. Although this plan is deliberately designed with the flexibility necessary to respond to a constantly changing program, it should always be viewed as a collection of interdependent elements in which major changes and/or variations require comprehensive consideration of the entire plan.

IMPLEMENTATION OBJECTIVES

The implementation of the Del Mar 2000 project will require on-going planning and analysis work beyond the scope of this initial report. Thus, this report must address certain pro-

cedural objectives associated with implementation. Part VI of this report responds to this requirement by proposing implementation objectives as the basis of an implementation process.



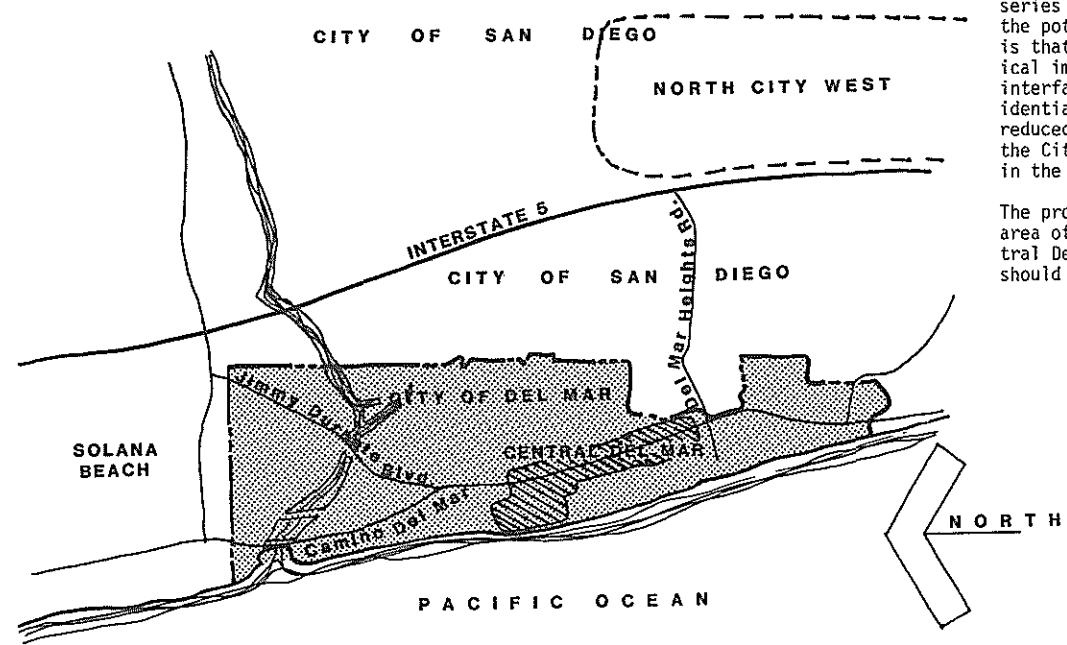
PART II - PLANNING CONTEXT

The focus of the Del Mar 2000 project is on the downtown commercial district described earlier as Central Del Mar. However, the project cannot be approached as a detailed study of what should happen in this area without full consideration of the larger context within which it must function. Circulation and land use interrelationships are the two major issues that emerge in the consideration of planning context. Although circulation issues are addressed in depth in Part III of the report, they are also schematically considered in association with land use interrelationships in the analysis which follows.

PLANNING INTERRELATIONSHIPS - A CONCEPT MODEL

The purpose of this section is to develop a planning model that organizes land use and circulation concepts around a series of commercial nodes. These nodes either exist or have the potential to exist within Del Mar. The value of the model is that it provides the structure for a program for the physical improvement of the City. The objective is a comfortable interface of outside tourist oriented activity and local residential/commercial activity. Thus, the inherent conflict is reduced between the role of outside tourist activities and the City's desire to maintain a low scale village atmosphere in the Central Del Mar area.

The program centers on key commercial zones as the primary area of interface, and their geographic relationship to Central Del Mar dictates the degree of outside influence they should handle versus the emphasis on local activity.



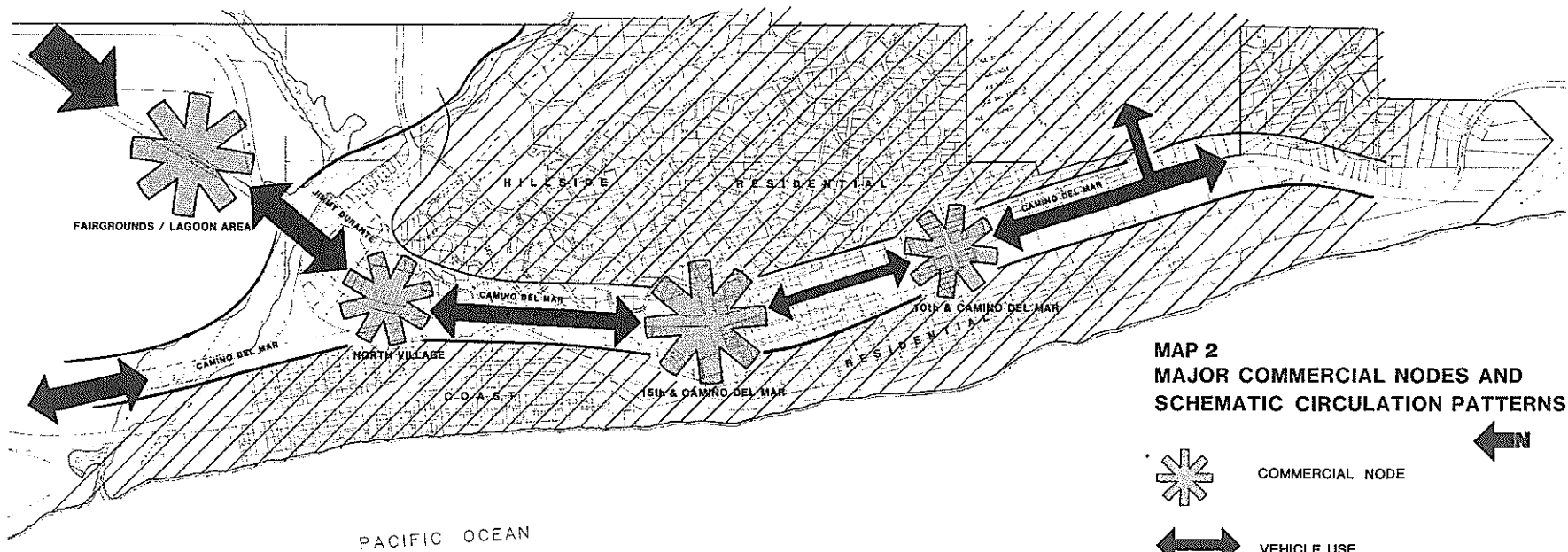
MAP 1 - REGIONAL CONTEXT

Land Use Areas

The starting place is a simple view of the land use areas that currently exist in Del Mar as the basic building blocks of the program. When large areas of residential development and public open spaces are delineated, it becomes evident that the remaining commercial areas occur in a linear fashion along Camino Del Mar and Jimmy Durante Blvd. This view leads us to the observation that the City's pattern of commercial development is concentrated along a single corridor through the City.

Major Commercial Nodes (Map 2)

Major concentrations of commercial activity or "commercial nodes" can be identified along this linear corridor. This sets up a logical pattern of use that begins with a high level of regional tourist oriented activity that occurs at the extreme north end of the corridor (the fairgrounds/lagoon area), and a high level of regional influence or traffic entering the City at the south end of the corridor (south of CDM and 10th St.) A transition to a more local orientation and pedestrian scale then occurs as you move toward Central Del Mar from the north and south.



MAP 2
MAJOR COMMERCIAL NODES AND
SCHEMATIC CIRCULATION PATTERNS

★ COMMERCIAL NODE

↔ VEHICLE USE

Regional/Local Interface Concept (Map 3)

The schematic circulation concepts and land use objectives of each of the commercial nodes should be structured around a desired balance of local/regional activity based on the geographic model discussed above. The following analysis of commercial nodes reflects these schematic circulation and land use concepts as they apply to each area.

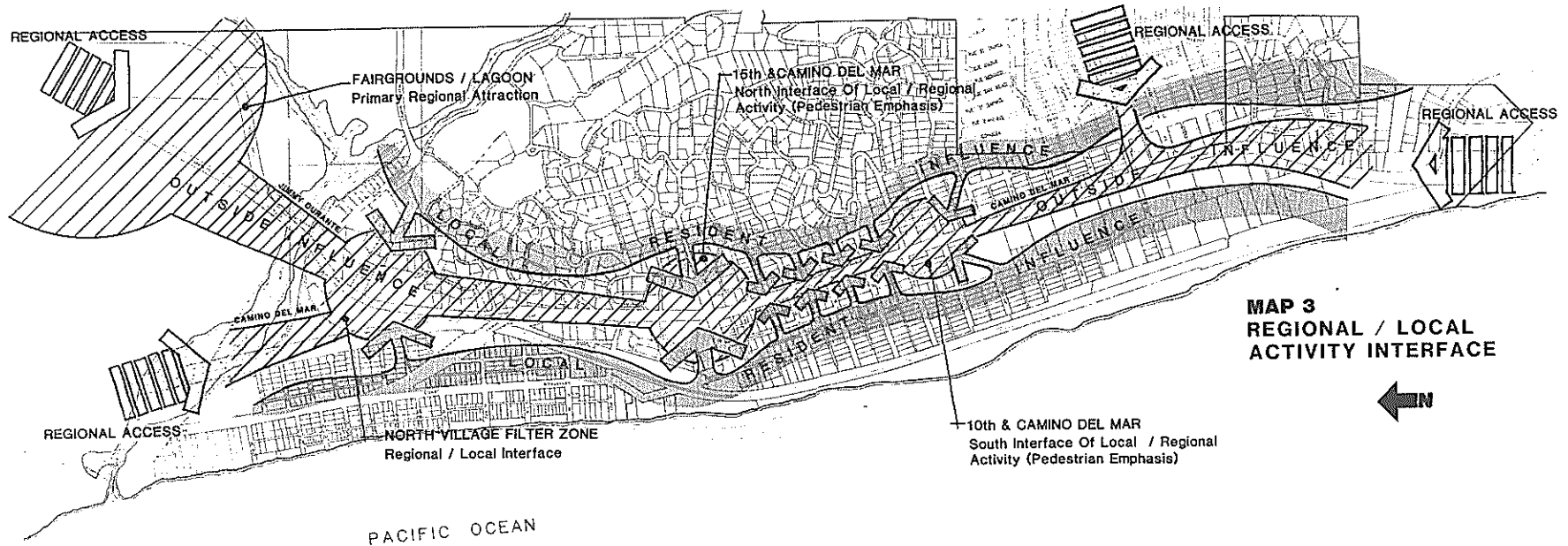
1. The fairgrounds/lagoon area

The fairgrounds/lagoon area is viewed as a regional collector zone and as a primary attraction for outside tourist oriented activity. The existing commercial/recreational facilities currently attract a great deal of regional activity. The continuation of this type of

development will only work to protect areas of Central Del Mar from an exclusively tourist orientation. In addition, major public parking facilities should be provided in conjunction with local transit to reduce the necessity of auto trips into Central Del Mar.

2. Jimmy Durante Blvd. South of the River (North Village)

This area is viewed as an intermediate or filter zone. It is intended to absorb the overflow of outside influence from the fairgrounds/lagoon area, providing a natural filter between this area and Central Del Mar. A combination of tourist oriented activities and local convenience or service oriented retail should locate at this location. Circulation should be designed to



**MAP 3
REGIONAL / LOCAL
ACTIVITY INTERFACE**

facilitate trips out of Del Mar for those who desire to leave, thus working as a natural filter for unnecessary trips into Del Mar.

3. 15th and Camino del Mar

This area represents the major entry point into the Central Del Mar area from the North. It is viewed as an area where a moderate emphasis on outside tourist oriented activity can work with and complement a local commercial center concept. It is the area of Central Del Mar where the heaviest emphasis on urban commercial activity is proposed. The concept assumes that outside influence is filtered once more through this area and dispersed (at a more intimate scale) to other areas of Central Del Mar. The circulation emphasis in this area is on moving vehicles into structures and parking areas to encourage greater pedestrian use along CDM and 15th Street to the south and west respectively.

4. 10th and Camino del Mar

This area is programmed to function at the south end of Central Del Mar much the same as 15th and CDM does at the North. It provides a collector for vehicle trips entering into the Central area from the south along CDM and Del Mar Heights Road. Again a strong emphasis should be placed on moving cars into structures and parking areas to facilitate the transition to a pedestrian orientation along CDM to the north. This area provides the southern terminus of the Village commercial zone. The retail/commercial activities along CDM to the north should be extended southerly in combination with a new civic center complex on the existing civic center site.

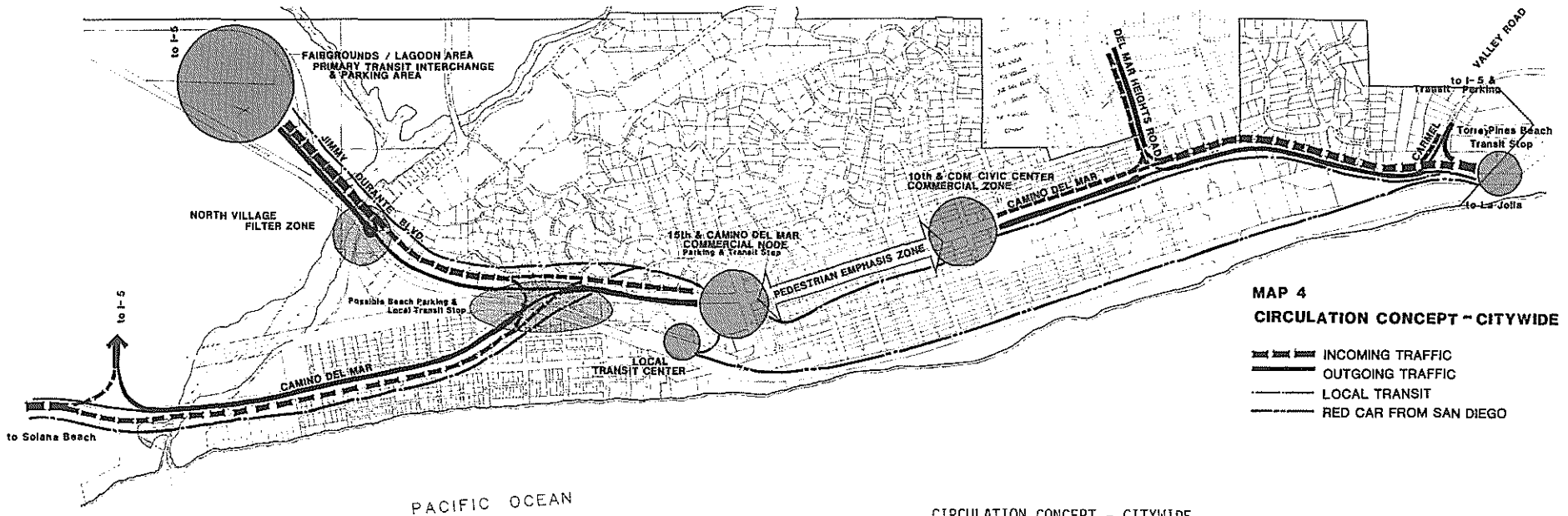
In the sections of the report that follow, the concepts presented in this section are further developed and supported by specific recommendations and guidelines. Thus, the regional/local activity interface concept provides the philosophical basis of the entire program and should, therefore, be strongly considered in all interpretations and decisions made relative to this report.

PART III - CIRCULATION & PARKING





The evolution of regional and local circulation systems has been a major community development influence in Del Mar to date. Proper interface with regional transportation policies and programs and the establishment of appropriate local circulation and parking programs and policies represent the basic building blocks for the Del Mar 2000 project.

Throughout the workshops and design studies of the Del Mar 2000 process many circulation and parking ideas and concepts were presented. All four of the resulting design schemes presented major circulation recommendations as basic planning requirements. Finally, all such recommendations were analyzed and discussed throughout the consultant/Steering Committee workshops and a new circulation concept was developed. The new concept has two components: (1) Circulation Concept - Citywide; (2) Circulation Concept - Central Del Mar.





MAP 4
CIRCULATION CONCEPT - CITYWIDE

-  INCOMING TRAFFIC
-  OUTGOING TRAFFIC
-  LOCAL TRANSIT
-  RED CAR FROM SAN DIEGO

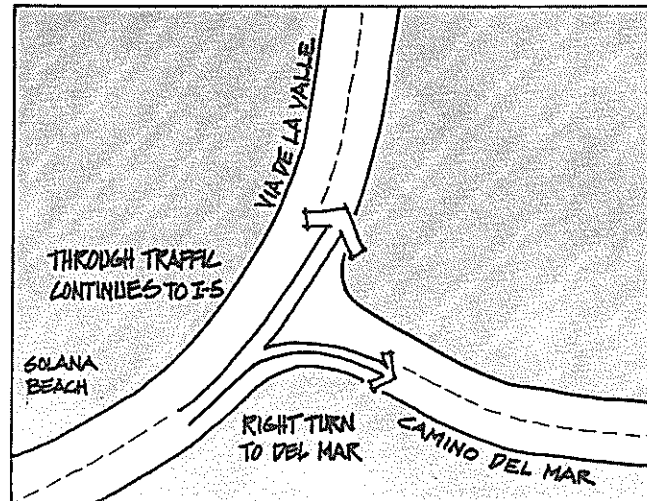
CIRCULATION CONCEPT - CITYWIDE

Many of the critical issues in the Del Mar 2000 project center on the concept of reducing through traffic and discouraging unnecessary auto trips into Del Mar. The second part of this objective is to provide a peripheral parking and transit emphasis to replace the need for private vehicle access around Del Mar. A basic assumption is that it is more appropriate to route through commuter traffic to I-5 and reserve the Del Mar street system for destination-oriented traffic, public transit and local trips. At the base of this assumption is the desire to limit traffic congestion within the City and allow a reorientation of Camino Del Mar towards a pedestrian streetscape emphasis. The entire Del Mar 2000 project is, in fact, dependent upon a significant reduction of automobile traffic on Camino Del Mar through town, and the creation of a pedestrian zone for residents and shoppers between 10th and 15th Streets. It is, therefore, imperative that the concepts presented in this section be pursued and implemented. Map 4 represents the synthesis of all ideas and concepts as they relate to and support the design concept for the Central Del Mar commercial district.

The recommendations listed below are concepts that will require additional analysis and refinement as implementation proceeds. They do not pretend to be engineered design recommendations ready for immediate implementation.

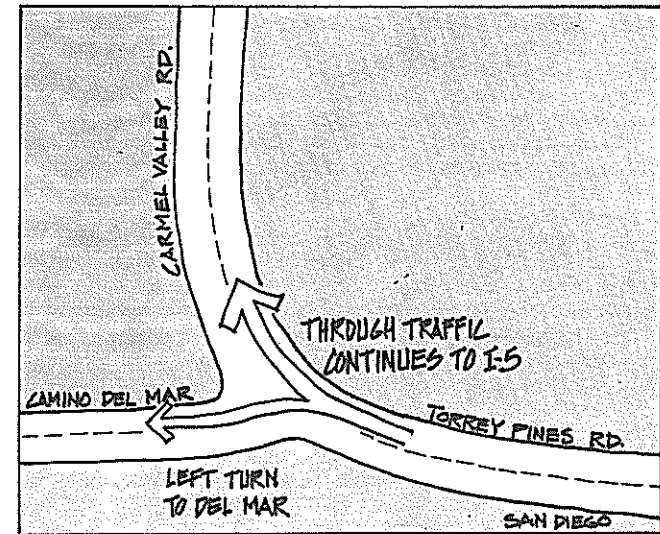
Recommendations for Access to Central Del Mar

- PURSUE AND SUPPORT THE IMPLEMENTATION OF TRAFFIC IMPROVEMENT PROJECTS AT THE INTERSECTION OF VIA DE LA VALLE AND I-5, that facilitate freeway access in and out of the fairgrounds area to I-5.
- REDESIGN THE INTERSECTION OF CAMINO DEL MAR AND VIA DE LA VALLE. THE OBJECTIVE OF THIS REDESIGN IS TO DIRECT THE FLOW OF SOUTHBOUND THROUGH TRAFFIC ON HIGHWAY 101 EAST TO I-5. The assumption is that through commuter traffic will automatically shift to I-5, and a decision will be required to make a right turn for those entering Del Mar. (See Diagram #1)



**DIAGRAM 1 - CONCEPT REDESIGN
INTERSECTION OF VIA DE LA VALLE & CDM**

- SUPPORT AND ENCOURAGE THE DIRECT ACCESS ROUTE PROPOSED BY THE CITY OF SAN DIEGO AND CALTRANS FROM THE TORREY PINES SCIENCE PARK EAST TO I-5. Del Mar should strongly encourage the City of San Diego to implement this project. It will provide direct commuter access to I-5 and thus benefit the Del Mar project by eliminating commuter traffic which now routes through Del Mar to the north coastal cities.



**DIAGRAM 2 - CONCEPT REDESIGN
INTERSECTION OF CARMEL VALLEY RD. & CDM**

- REDESIGN THE INTERSECTION OF CARMEL VALLEY ROAD AS IT INTERSECTS CAMINO DEL MAR. THE OBJECTIVE OF THIS REDESIGN IS TO DIRECT THE FLOW OF NORTHBOUND THROUGH TRAFFIC TO I-5. This concept suggests that northbound through and commuter traffic is more appropriately routed to I-5 and a decision will be required to make a left turn for those entering Del Mar. (See Diagram #2)

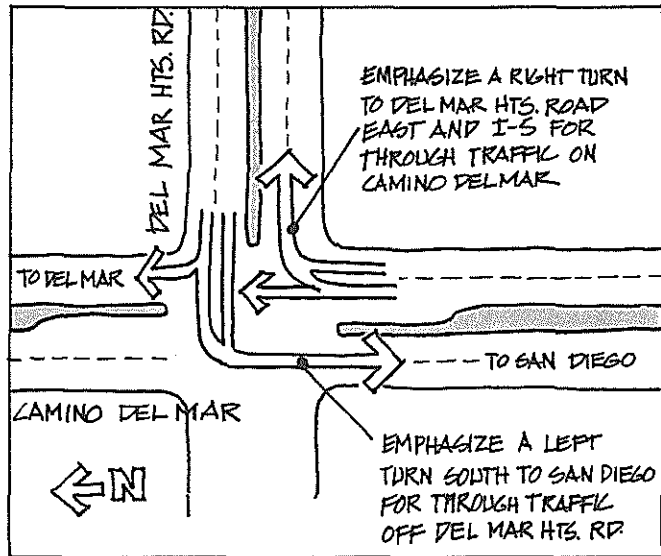


DIAGRAM 3 - REDESIGN THE INTERSECTION OF DEL MAR HTS. RD. & CDM

- REDESIGN THE INTERSECTION OF DEL MAR HEIGHTS ROAD AND CAMINO DEL MAR. The objective is to emphasize eastbound access on Del Mar Heights Road to facilitate access out to I-5 and reduce unnecessary trips through Central Del Mar. In addition, access to CDM southbound off Del Mar Heights Road should be emphasized to divert non-destination oriented traffic south away from Central Del Mar.

- PURSUE THE IMPLEMENTATION OF A TRAFFIC CIRCLE AT THE APPROXIMATE LOCATION OF JIMMY DURANTE BLVD. AND SAN DIEGUITO ROAD (NORTH VILLAGE). The objective is to provide the option of a turn-around for traffic from southbound to northbound along Jimmy Durante. This will allow vehicle access from the fairgrounds/lagoon area and North Village area to I-5 without back-tracking through Central Del Mar. (See Diagram #4)

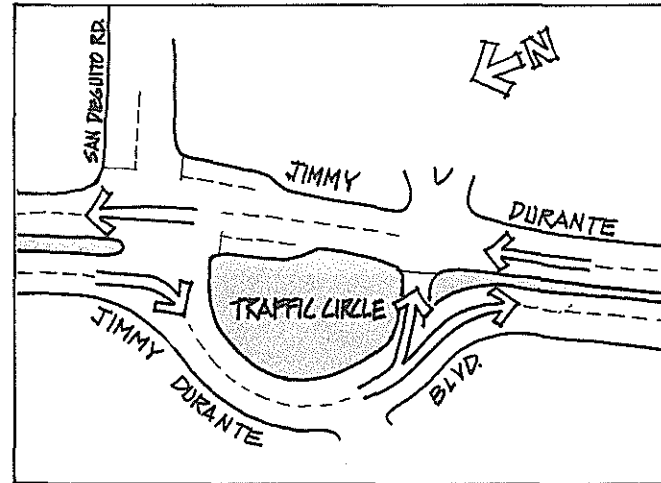


DIAGRAM 4 - CONCEPT FOR A NORTH VILLAGE TRAFFIC CIRCLE

- REDESIGN THE BRIDGE INTERSECTION AT JIMMY DURANTE AND CAMINO DEL MAR. The objective is to facilitate access out of Del Mar: (1) from Jimmy Durante southbound to CDM northbound to Solana Beach, and (2) from CDM southbound to Jimmy Durante northbound to I-5. Two alternative concepts are presented:
 - A. The preferred alternative is to abandon the portion of Jimmy Durante Blvd. that splits off, passing under the bridge and reconnecting beyond the bridge to Camino Del Mar south. Access into Del Mar is then accomplished by providing an additional lane (lanes) connecting Jimmy Durante south over the bridge to

- CONSIDER AN ALTERNATIVE SOLUTION THAT WOULD PROVIDE DIRECT ACCESS BETWEEN CAMINO DEL MAR SOUTH AND JIMMY DURANTE BLVD. NORTH AT SAN DIEGUITO ROAD (NORTH VILLAGE). AN ALTERNATE ROUTE SHOULD ALSO BE CONSIDERED FROM A POINT NORTH OF THE RIVER DIRECTLY TO I-5. Although the right-of-way does not currently exist, this concept should be pursued as a long term objective in that it provides the most effective method of filtering trips in and out of North Del Mar without backtracking through the central area. (See Diagram #7)

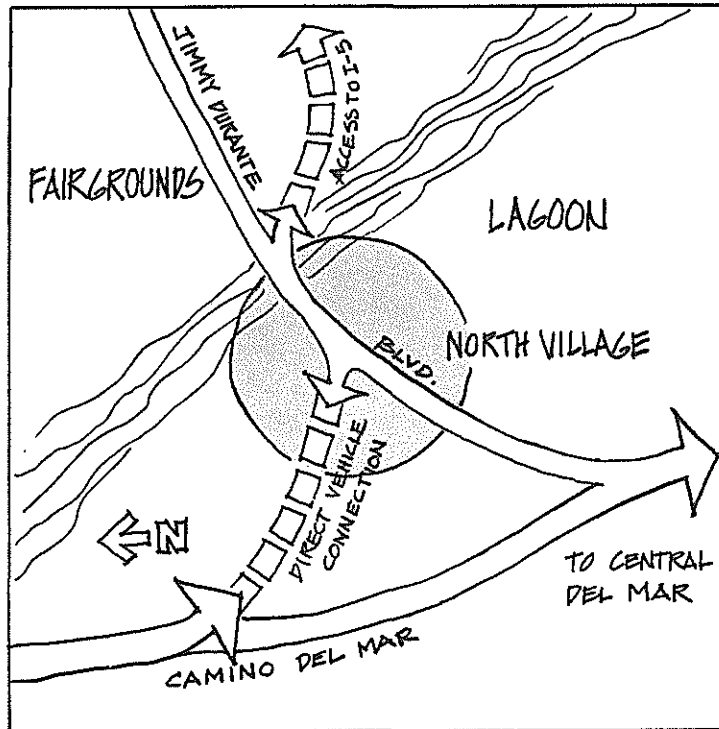


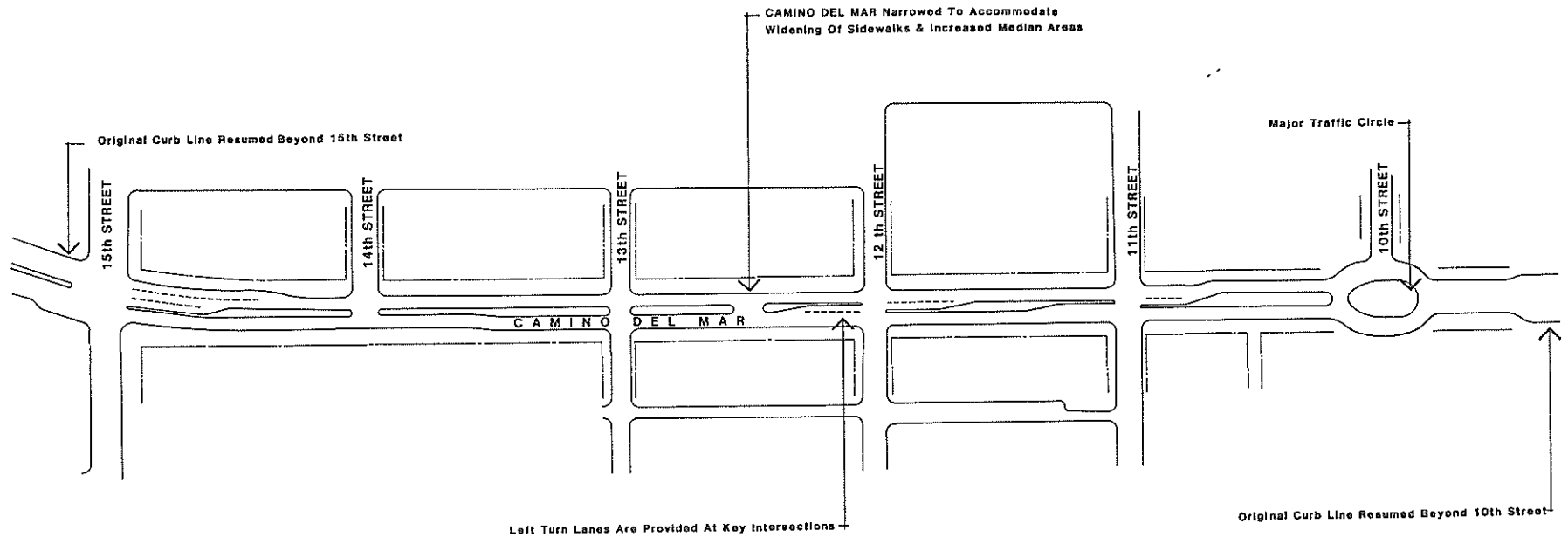
DIAGRAM 7 - ALTERNATE SOLUTION-BYPASS VIA
NORTH VILLAGE

- DEVELOP A REGIONAL TRANSIT INTERCHANGE IN THE NORTHEAST CORNER OF THE FAIRGROUNDS AREA NEAR I-5. This center should be developed in conjunction with major peripheral parking facilities in the fairgrounds/lagoon area and should be designed with direct access to and from the adjacent I-5 interchange. Regional transit and private automobile trips should be encouraged to terminate at this location in favor of local transit options (e.g. Jitneys, mini-buses, aerial tramway, elephant trains, etc.) Large surface parking areas that currently exist should be jointly used for fairground activities and parking for Central Del Mar. Consideration should be given to increasing the existing parking capacity by expanding current surface lots, and providing new structured parking in association with new commercial development.
- PROMOTE THE ESTABLISHMENT OF A REGIONAL TRANSIT STOP IN CONJUNCTION WITH PERIPHERAL PARKING FACILITIES AT THE CARMEL VALLEY AND I-5 INTERCHANGE. Although this location should be secondary to the north transit center discussed above, it is important in that it will provide a second area of peripheral parking and transition to local transit into Del Mar.
- PURSUE AND SUPPORT VIGOROUSLY THE CONCEPT OF EXTENDING THE SAN DIEGO TROLLEY (RED CAR) NORTH ALONG THE RAILROAD TRACKS TO THE DEL MAR TRAIN STATION. This extension should provide for a station stop at Torrey Pines Rd. and Carmel Valley Rd. serving the Torrey Pines State Beach.

CIRCULATION CONCEPT - CENTRAL DEL MAR

Implementation of the recommendations included in the previous section sets the stage for major changes in the circulation and parking concept for Central Del Mar. The concept of routing through commuter traffic onto I-5, together with increased local transit options, allows us to assume a significant reduction in automobile traffic along Camino Del Mar through the downtown commercial district. A circulation concept for Central Del Mar can now be developed which emphasizes a pedestrian oriented streetscape along Camino Del Mar and 15th Street. This represents a significant change from the through highway condition that now exists along Camino Del Mar and will thus require careful analysis through implementation of the concept. Map #5 suggests a reconfiguration of the public right-of-way along Camino Del Mar. It provides a point of departure for the parking and circulation recommendations contained in this section. These recommendations are as follows:

- PURSUE IMPLEMENTATION OF A RECONFIGURATION OF CAMINO DEL MAR TO ALLOW THE BALANCE OF STREET ACTIVITY TO SHIFT TOWARDS THE PEDESTRIAN. Vehicle right-of-way should be reduced, sidewalks should be widened and intersections should be redesigned to facilitate pedestrians crossing between the east and west sides of Camino Del Mar. Map #5 should be used as a guideline for implementation of this recommendation.
- USE CROSSWALKS, SIGNS AND SIGNALIZATION, AND SITE NEW BUILDINGS AND PEDESTRIAN SPACES TO INCREASE THE EAST-WEST CIRCULATION EMPHASIS AT MAJOR INTERSECTIONS ALONG CAMINO DEL MAR.

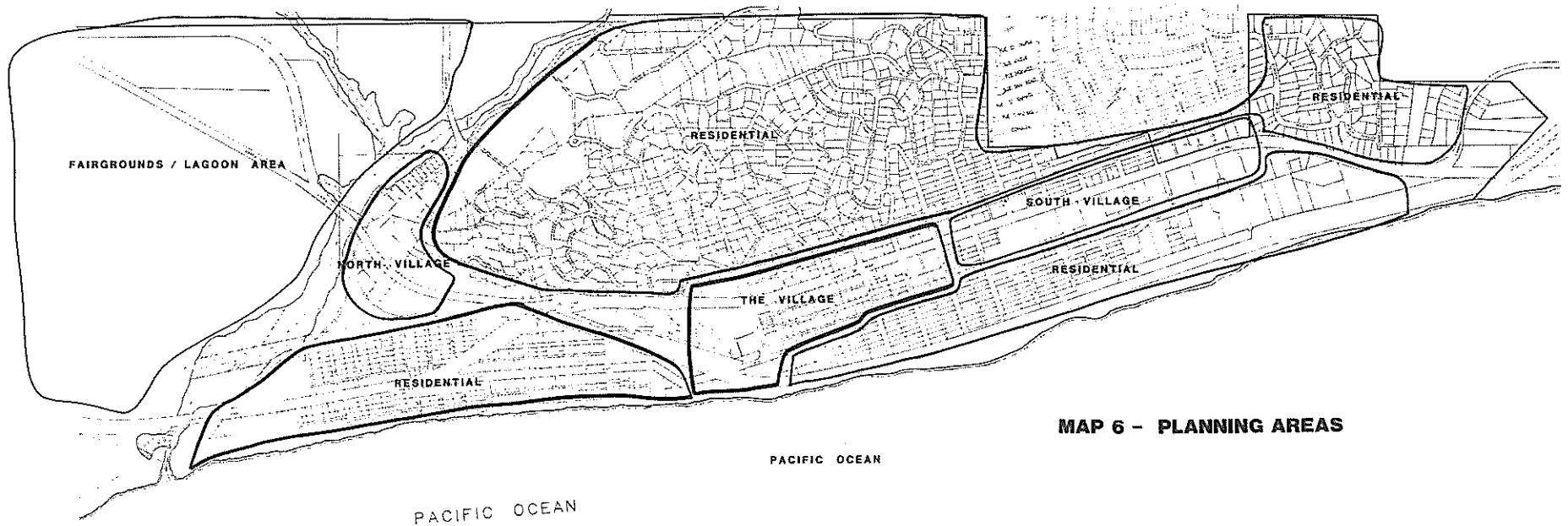


MAP 5 - CIRCULATION CONCEPT - CENTRAL DEL MAR

- ENCOURAGE INCREASED PEDESTRIAN USE OF EXISTING STREETS AND PATHWAYS FOR ACCESS TO COMMERCIAL AREAS FROM NEARBY RESIDENTIAL AREAS. The objective is to reduce vehicle use by local residents and support the overall pedestrian concept.
- DEVELOP A LOCAL TRANSIT SYSTEM TO PROVIDE ACCESS FROM PERIPHERAL PARKING AREAS AND REGIONAL TRANSIT STOPS TO AREAS OF CENTRAL DEL MAR AND TO BEACHES AND RECREATION AREAS. Shuttle buses, jitneys, elephant trains, and other forms of light transit should be studied for their application to this objective.
- ESTABLISH A FOCUS FOR LOCAL TRANSIT (LIGHT TRANSIT) AT THE EXISTING DEL MAR TRAIN STATION. Provisions to accommodate this transit focus in association with new development at this site should be pursued.
- EXPLORE THE POSSIBILITY OF AN AERIAL TRAMWAY FROM THE FAIRGROUNDS AND PERIPHERAL PARKING AREAS TO THE BEACH AREA.
- DE-EMPHASIZE BEACH PARKING WEST OF THE RAILROAD TRACKS AND PURSUE THE DEVELOPMENT OF BEACH PARKING AREAS NORTH-EAST OF THE RAILROAD TRACKS. This recommendation should be developed in conjunction with a direct link to Camino Del Mar as suggested in the previous section of Part III.
- VIEW 15TH STREET WEST OF CAMINO DEL MAR AS A PEDESTRIAN ORIENTED AREA WITH AN INCREASED EMPHASIS ON PEDESTRIAN ACTIVITY. Adjacent developments should emphasize pedestrian oriented uses and the street should be designed to relate to a pedestrian interface between Seagrove Park and surrounding commercial activity. An option should be established to close 15th Street west of CDM at designated times to reduce pedestrian/vehicle conflicts.
- DEVELOP A PARKING POLICY FOR CAMINO DEL MAR AND 15TH STREET THAT DE-EMPHASIZES ON-STREET/ON-SITE PARKING DIRECTLY ADJACENT TO EACH BUSINESS ESTABLISHMENT. The emphasis of the policy should be on clustered parking areas, pocket parking, etc. and, where feasible, parking within underground or structured parking facilities.
- DISCOURAGE FREE STANDING PARKING STRUCTURES IN FAVOR OF UNDERGROUND OR TERRACED STRUCTURES INTEGRALLY DESIGNED WITHIN OTHER COMPONENTS OF A PROJECT.

PART IV - PLANNING AREAS

The purpose of Part IV is to provide a transition within the report from the citywide planning analysis and contextual approach of the first three sections, to a focus on specific planning and design guidelines for the Central Del Mar commercial area. This section breaks the City down into planning areas and discusses the importance of each area to the ultimate success of the project. As each planning area is discussed and general guidelines are presented, the focus narrows towards Central Del Mar. This focusing process provides a lead into Part V, which deals exclusively with a design concept and guidelines for the Central Del Mar area.



MAP 6 - PLANNING AREAS

RESIDENTIAL AREAS

The majority of Del Mar, exclusive of the fairgrounds/lagoon area, is composed of various residential neighborhoods. The character of these neighborhoods varies from higher density areas west of CDM and adjacent to the ocean, to low density single family homes in the hillside east of CDM. Although the residential areas are not a direct concern of the Del Mar 2000 project and will thus not be addressed beyond this point in the report, they are integrally related to and affected by the implementation of the project. IT IS, THEREFORE, A BASIC REQUIREMENT THAT ALL DECISIONS AND INTERPRETATIONS OF THIS REPORT MADE THROUGHOUT THE DEL MAR 2000 PROJECT, CONSIDER THE IMPACTS ON RESIDENTIAL AREAS.

FAIRGROUNDS/LAGOON AREA

The fairgrounds/lagoon area comprises a large portion of the overall geographic area of Del Mar. It is also a major income producer for the City, and although somewhat geographically remote, is functionally interrelated to other areas of the City. The regional/local interface concept discussed in Part II of this report is heavily dependent on the development of appropriate circulation interrelationships between this area and Central Del Mar. For these reasons, it is critical to the success of the Del Mar 2000 project that major planning issues be addressed. The fairgrounds/lagoon area is considered out of the direct scope of the Del Mar 2000 project, thus these issues will not be addressed in the form of specific planning recommendations and design guidelines. However, general recommendations must be provided to insure that future planning and development is mutually consistent with the goals of the Del Mar 2000 project. One basic recommendation should be implemented as the basis for planning the fairgrounds/lagoon area. It is as follows:

- While the majority of the fairgrounds/lagoon area is within the City of Del Mar, several other entities have a planning interest in the overall area. For example, the fairgrounds and racetrack are under the ownership of a State agency known as the Twenty-Second District Agricultural Association and planning and development for this area is their direct responsibility. Much of the lagoon area is within the City of San Diego and under private ownership, and thus subject to their planning and development objectives. A MASTER PLAN FOR THE ENTIRE FAIRGROUNDS/LAGOON AREA SHOULD BE DEVELOPED. THIS MASTER PLAN SHOULD DIRECTLY INVOLVE ALL PUBLIC AND PRIVATE ENTITIES WITH AN INTEREST IN THE AREA AND SHOULD EMPHASIZE INCOME POTENTIAL, DEVELOPMENT OPPORTUNITIES, ENVIRONMENTAL OBJECTIVES SUCH AS THE LAGOON ENHANCEMENT PROGRAM, AND THE RELATIONSHIPS OUTLINED IN THE DEL MAR 2000 PROJECT.

All recommendations should be presented within strict guidelines for the environmentally sensitive development of the lagoon area. The creation of this master plan should come from a formal committee or task force comprised of representatives of the major entities involved. The entire process should be developed with direct continuity to the Del Mar 2000 project.

- COORDINATE ALL PLANNING FOR THE FAIRGROUNDS/LAGOON AREA WITH THE PARKING AND CIRCULATION OBJECTIVES AS DISCUSSED IN SECTION III OF THIS REPORT.
- ANY ADDITIONAL HOTEL OR COMMERCIAL DEVELOPMENT WITHIN THE FAIRGROUNDS/LAGOON AREA SHOULD BE PERMITTED ONLY WHEN IN COMPLIANCE WITH STRICT ENVIRONMENTAL GUIDELINES. Such guidelines should be aimed at preservation of natural features, wild life habitat and natural water flow conditions. The potential should be explored for an environmentally sensitive theme type development adjacent to and enhancing the natural conditions of the lagoon.
- USE LANDSCAPING AND NATURAL VIEW POTENTIAL TO DEVELOP TURF ROAD AS A NATURAL GATEWAY INTO CENTRAL DEL MAR.

Although many other guidelines should be generated in the master planning process, the general guidelines listed above will provide the basis for planning the fairgrounds/lagoon area in coordination with the Del Mar 2000 project

NORTH VILLAGE

The north village zone refers to an area of partially developed property just south of the river, surrounding the intersection of Jimmy Durante Blvd. and San Dieguito Road. It was discussed at some length in Part III for its role as a filter for circulation between the fairgrounds/lagoon area and Central Del Mar. The area should be considered beyond this circulation filter concept for its potential as a commercial center. The recommendation of this report is that a specific plan be prepared for the north village area based on the following objectives:

- NORTH VILLAGE SHOULD BE ESTABLISHED AS A MINI-COMMERCIAL CENTER COMBINING LOCAL COMMERCIAL ACTIVITIES SUCH AS CONVENIENCE RETAIL, SERVICE COMMERCIAL, AND PRIVATE OFFICE WITH RESTAURANT/ENTERTAINMENT USES THAT RELATE TO THE TOURIST ORIENTATION OF THE FAIRGROUNDS/LAGOON AREA. A specific opportunity within this area is the development of light manufacturing facilities. Such facilities should emphasize service and retail aspects of this use to contribute to a commercial center concept.

- THE TRAFFIC CIRCLE CONCEPT PRESENTED IN PART III SHOULD BE DEVELOPED AS THE FOCUS OF NORTH VILLAGE. An emphasis should be placed on slowing traffic through this area, and providing easy access to parking. The traffic circle should be sited to create a pedestrian plaza concept as the focus of the area.

SOUTH VILLAGE (or Visitor Commercial Zone)

South village refers to the commercial/residential area along CDM south of 9th Street. Single family, medium density residential and motor hotel type development characterize this zone. Its major importance to the Del Mar 2000 project is its potential to provide an attractive gateway into the village area of the City. The most striking aspects of this zone are the ocean views provided to the west and the natural and architectural features of the hillside to the east.

FOUR MAJOR GUIDELINES SHOULD BE NOTED FOR FUTURE DEVELOPMENT IN THE SOUTH VILLAGE AREA. THEY ARE AS FOLLOWS:

1. Modifications to traffic lanes, signs and signalization through this zone should emphasize a slowing down of traffic as you approach the village area of Central Del Mar.
2. New developments should work to preserve existing natural views, in particular views to the west that visually link Del Mar to the ocean.

3. The natural gateway potential of this area should be enhanced. The objective is to create the sense of a tree-lined linear corridor with occasional breaks to provide natural views. The corridor terminates as the street opens into an urban village concept as you cross 9th St. and enter Central Del Mar.
4. The existing motor hotel development just south of 7th St. on the west side of Camino Del Mar can be blended into a recreational orientation for the old school site, enhancing the interface of the south village area to the village zone.

For the purpose of this report, consideration of the south village area ends with the above guidelines and the focus narrows to the village area.

THE VILLAGE CENTER

The final planning area, loosely referred to in previous sections of this report as Central Del Mar, is "the village center." It refers to an area starting with the beach front north of 15th Street, moving east along 15th to Camino Del Mar, and south along Camino Del Mar to approximately 9th Street. The village center area is the subject of an in-depth design analysis in Part V and will, therefore, not be dealt with any further in this section of the report.

PART V THE VILLAGE DESIGN CONCEPT

Part V illustrates a detailed design concept for the village center area. The concept is presented as the framework for an implementation program and includes analysis of existing conditions and opportunities, recommendations for development and public improvement, and guidelines for development within the village center area. The intent is not that all guidelines and recommendations should be pursued for immediate implementation. It is to provide a comprehensive view of what can happen in Central Del Mar in the form of a well thought-out cohesive idea model for development and public improvement. The concept is developed and presented with built in flexibility for responding to the dynamics of urban development and changing priorities as established in the implementation process. All material presented is a direct interpretation or an elaboration of ideas and concepts developed by citizens and public officials participating in the Del Mar 2000 project. Part V is divided into four sections including:

1. Basic Design Considerations
2. Synthesis of Design Input
3. A Design Concept
4. Design Guidelines

They reflect a process by which the Jerde Partnership worked with the Del Mar 2000 Steering Committee to extract an enlightened image of Del Mar's future.

BASIC DESIGN CONSIDERATIONS

This section suggests continued development and enhancement of basic urban design resources existing in the village area. They are public space, views, and architectural character. Although development and enhancement of such resources are basic to any urban design program, they have particular importance to Del Mar. The preservation of views which enhance the seaside community image, the development of public space to support a pedestrian city, and consideration of an architectural theme to promote a cohesive village character are all essential in marketing the specialness of Del Mar for local residents as well as visitors.

Public Space

The creation of public spaces in the village area is a critical component to the success of the project. Many opportunities exist within the public right of way, ranging from the

widening of sidewalks and paving of alley spaces to accommodate pedestrians, to the acquisition of property for the creation of mini-plazas, vest pocket parks, and larger park areas. In addition, public spaces can be created in conjunction with private development either facing the public right of way, behind or between buildings, off alley spaces, or on upper level terraces and rooftops. There are many techniques for working with private property owners to provide open space. They include such things as incentive programs based on allowances for increased densities or waiving of certain regulations in return for public space contributions. In many cases, public spaces can be provided in conjunction with retail and/or restaurant activities and thus benefit a private business as well as function as public open space. The type of open space appropriate for the village area falls under two categories:

- Green Space - which emphasizes landscaping, informal design and passive use. This category refers to more conventional "park-like" spaces that are typically larger and recreation-oriented. Such green spaces are more appropriate at the external areas of the village where the commercial characteristics of the urban streetscape break down to a more passive, lower intensity use pattern.
- Urban Space - which emphasizes hardscape and a more formal design, with landscaping introduced more as a furnishing. Urban spaces generally are smaller and plaza-like and located in more active pedestrian, commercially oriented areas. Social interaction should be encouraged, and amenities to support heavy pedestrian use, such as street furnishings, vending kiosks, water features and landscaping should be introduced. Urban spaces in the form of vest pocket parks, mini-plazas and pedestrian terraces should be the emphasis of the public space program throughout the village center area.

View Considerations

Protecting and enhancing existing views as well as providing new views should be a basic consideration of any proposed development or public improvement in the village area. Although important views of the hillsides and canyons to the east should be considered, the major objective should be to link perceptually all areas of the village with the seaside setting. This should be accomplished by providing long- and short-range ocean views from streets and pedestrian spaces, and from public terraces and within buildings. The objective of

view enhancement should emphasize the relationship of structures and landscaped areas to the ocean setting. The creation of open, uninterrupted ocean views is less appropriate in the village area where the character is derived by the relationship of built forms to the natural setting. Views should be considered from two perspectives:

- Long Range Views - the existing street systems provides the opportunities for long range ocean views for persons in vehicles and pedestrians on the street. East/west streets that cross Camino Del Mar currently provide attractive waterfront views. In particular, 15th St. provides a dramatic view across Seagrove Park. In addition, important views exist across existing land parcels such as the school site, the existing City Hall site, and the site of the old Del Mar Hotel. Thus, TWO GENERAL GUIDELINES FOR PRESERVATION AND ENHANCEMENT OF LONG RANGE VIEWS SHOULD BE APPLIED TO ALL NEW DEVELOPMENTS PROPOSED FOR THE VILLAGE AREA.
 1. Buildings and spaces should be sited and landscaping should be introduced along existing east/west streets in a way that enhances rather than detracts from existing views of the ocean.
 2. New developments should use terraced structures and vary the height of building elements to develop long range view corridors across existing land parcels on the west side of CDM.



- Pedestrian-Level Views - Public spaces and building terraces also have the potential to provide views of a more intimate scale for pedestrians on the street and within structures. Many opportunities exist to exploit this view potential as new development occurs in Del Mar. Thus, TWO BASIC GUIDELINES SHOULD BE CONSIDERED FOR THE CREATION AND PRESERVATION OF PEDESTRIAN LEVEL VIEWS:

1. Locate and design buildings and spaces to enhance views from existing and proposed pedestrian areas throughout the village.
2. An important objective of all new development should be to create pedestrian views through the use of terraced structures, which utilize natural topographic conditions to create multi-leveled spaces.

Architectural Character

The creation of a village concept along Camino Del Mar will require consideration for a coherent architectural character throughout the area. The scatterings of English Tudor theme that currently exist should be acknowledged as a starting place, but should not become the basis for a strong theme-oriented concept. Two dangers exist in pursuing a strong theme orientation:



- The creation of an artificial environment that is perceived as being transplanted from somewhere else rather than designed as a "real life" extension of the fabric of Del Mar.
- The creation of an overly homogeneous architecture in which creative design expression appears to have been subverted to overall theme consideration.

This is not to say that no theme consideration should be pursued. Architectural style can contribute to a cohesive design character through the use of voluntary and required guidelines for the siting, scale, and streetfacing design features. The existing tudor style should be considered for what it suggests in terms of building scale, design detailing, and articulation of building form. THUS, TWO BASIC GUIDELINES FOR THE CREATION OF A COHERENT VILLAGE ARCHITECTURE ARE RECOMMENDED FOR THE VILLAGE CENTER AREA:

- Establish voluntary guidelines for the design of buildings that contribute to the creation of a "village architecture". Creative use of these guidelines should be encouraged and applied to a variety of situations ranging from the re-creation of original tudor styles to contemporary building designs with a compatible scale and character.
- Design buildings and develop streetscapes with features that support a continuous theme at street level. Three major considerations are:
 1. Larger buildings should be designed with streetfacing elements that step down to create a continuous pedestrian scale along the street.
 2. Buildings should be designed with a sense of connectiveness from building to building to support the village quality as derived from a shop-lined streetscape.
 3. Street landscaping and furnishings should be consistent along the streetfront to emphasize overall continuity in streetscape development.

The above standards for architectural and streetscape design provide a general guideline and should be expanded and refined as implementation proceeds. In no event should they be interpreted as specific requirements created to dictate the specific design features and materials of buildings and public spaces.

SYNTHESIS OF DESIGN INPUT

This section of Part V is presented in preparation for discussion of the design concept which follows. The synthesis process is based on an analysis of the ideas and concepts reflected in the winning entries in the Del Mar 2000 design competition, and other ideas expressed throughout the project. The first step was to analyze each of the four winning plans to determine what concepts appeared to be feasible and relate to the overall goals of the project. Graphic representation of the four plans is included as an appendix to this report. Following this analysis phase, a workshop was held with the Steering Committee to present this analysis and discuss additional ideas and concepts that should be added to the program. Members of the four winning design teams were invited to participate in an additional workshop that followed.

Many of the ideas and concepts were noted as common between the design plans, and most had been previously discussed in workshops and committee meetings. The result of this process was a list of preferred elements to be used as the program for the development of a single design concept.

The following list was specifically generated as the basis for the design concept. In certain cases, notations were included to limit the application of a given idea to special situations. Preferred design elements of the four plans are:

1. A bi-polar design concept for CDM
2. Streetscape improvements (CDM/15th St. with special emphasis on commercial nodes at 15th & CDM and 10th & CDM)
3. Pedestrian Arcades
 - On site
 - Over sidewalks (limited to public/private developments and allowed by special agreement)
4. Increased pedestrian areas along CDM & 15th Street
5. Underground or structured parking
6. Pocket parking
7. Major public space at: 1) North Village, 2) CDM & 15th, 3) CDM & 10th, and 4) Lower 15th
8. Taller buildings and ornamental towers (limited to public/private developments and allowed by special agreement)
9. Provide an option to close 15th St.
10. Redevelop the Windmill Farms site
 - Contribute to public space at the corner
 - Open up to CDM/15th intersection with on-grade link to CDM
11. A pedestrian bridge across CDM (only considered when a "major" contribution to the overall design concept can be demonstrated)
12. Pedestrian bridge over 15th St. (only considered when a "Major" contribution to the overall design concept can be demonstrated)
13. Pedestrian bridge over RR right of way (as an element of terraced structures, not a free-standing bridge)
14. Architectural theme (design/scale/activity)
 - Around intersections
 - Continuous with 15th St.
 - Continuous with CDM
15. Public view terraces
 - On site
 - Through the site from the public right of way
16. Fountains in public plazas
17. Development of the civic center site including a new civic center and private development
18. Development of the hotel site for hotel/commercial use- Consideration should be given to provisions for public facilities within this complex.
19. Air rights development over the RR right-of-way
20. Air rights development over sidewalk areas along CDM (only considered when a "major" contribution to the overall design concept can be demonstrated)
21. Mixed use development (combination of retail/office and recreational use) with area increase incentives for sites along CDM. The emphasis should be to provide upper level cottages (cottage commercial) or garden offices over lower level street retail.
22. Rehabilitate train station
23. Beach/link/new pier
24. Provisions for bicycles at locations on CDM, bicycle path on Stratford Ct.
25. Narrow CDM (Vehicle right of way) and widen sidewalks and create new pedestrian areas
26. Consider turn-arounds at CDM & 10th, CDM & 15th, and lower 15th
27. Improve the alley west of CDM. Consider:
 - retail frontage
 - design theme
 - pedestrian spaces
 - service vehicle access only

- 28. Median development (encourage public space and commercial activity if feasible and safety guidelines can be met)
- 29. A special theme development (i.e. Fisherman's Village at north village)

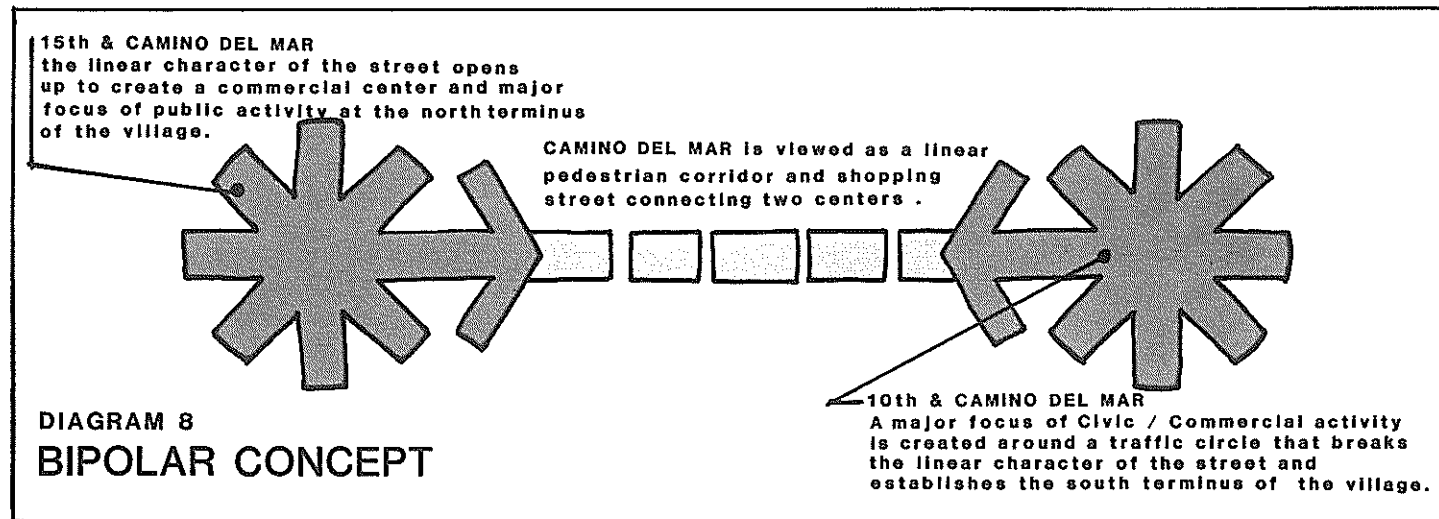
Most of the preferred elements listed above are reflected in the design concept that follows this section. All elements that occur above, including those not specifically addressed in the design concept, should be considered viable options for implementation.

THE DESIGN CONCEPT

The design concept for the village is built from the preferred elements discussed in the previous section. It starts with the introduction of a Bi-Polar planning concept for CDM between 9th and 15th Streets, then presents land use and development recommendations to support this concept, and a prototype design plan to illustrate the overall design concept and provide the basis for design guidelines.

The Bi-Polar Concept

The basis of the program is a Bi-Polar planning concept that suggests the creation of a pedestrian shopping street along Camino Del Mar anchored by a commercial node at 15th Street and a civic/commercial node around the intersection of 10th and CDM. Although the concept suggests greater commercial success along Camino Del Mar because of an "anchored mall" approach, this is not the objective of the Bi-Polar concept. It is not intended that Camino Del Mar function as an anchored mall.



The Village area presents a completely different set of conditions than a retail mall. What will make it work in the long term is not the convenience oriented high retail exposure approach of a conventional retail mall. The objective is to exploit development opportunities that exist at either end of the village area, thus creating geographic limits and closing in the current open ended strip commercial condition.

The transformation of Camino Del Mar from the existing moderately successful strip commercial condition into an intimate pedestrian village, should build on special qualities that are already associated with Del Mar. The existing scale and character and opulent seaside setting suggest that a specialty retail shopping street, including restaurants, cafes, unique shops and business establishments can be successfully woven into the existing fabric of local convenience retail, office, service commercial, and residential use. Historically, the marginal attitude about strip commercial areas has been mostly attributed to the emphasis on through traffic and resulting lack of attention to design and marketing. It is our belief that Del Mar can, through implementing the village concept, transform Camino Del Mar into a viable, prestigious shopping street in which merchants and residents alike will benefit from increased commercial vitality and the environmental amenities it brings about.

Village Development Recommendations

Analysis of opportunities for redevelopment in the village area was the subject of a major workshop between the Jerde Partnership and the Steering Committee. The goal of the workshop was to compare the objectives of the Del Mar 2000 project to the real potential for change based on existing and potential land use and urban design conditions. The result was a parcel by parcel analysis of the village area aimed at determining:

- 1) Recommendations for renovation and improvement of existing structures and upgrading of existing building uses
- 2) The potential for new development on vacant and marginal parcels
- 3) The potential for infill development and increased densities consistent with project objectives. The concept of cottage commercial (residences over street shops) should be a major emphasis of infill development.
- 4) Specific recommendations for the development of key parcels such as the old Hotel site, the old school site, and the existing civic center site.

The recommendations contained in this section represent a land use development strategy that is essential to the success of the Del Mar 2000 project. The recommendations are presented as they apply to specific sites and/or larger areas composed of several parcels to which the same general recommendations can be applied. Diagram 9 locates the areas referenced in each of the recommendations listed below:

AREA A - SANTA FE PROPERTIES

Encourage further mixed-use development of Santa Fe property to include commercial facilities and parking oriented towards beachfront activities. Incorporation of a local transit function as recommended in Part III should be considered. The existing train depot should be retained as an element of any new development plan.

AREA B - THE OLD HOTEL SITE

Develop hotel commercial and recreational uses supporting the 15th and Camino Del Mar commercial node and providing public access through the site to the beach area. Relocation of the existing post office to the existing civic center site is strongly recommended. Consideration should be given to provisions for public use within a new development plan.

AREA C - WINDMILL FARMS

Redevelop to upgrade and intensify the existing commercial center. A major objective should be the creation of terraced parking areas beneath new structures to replace and expand existing parking.

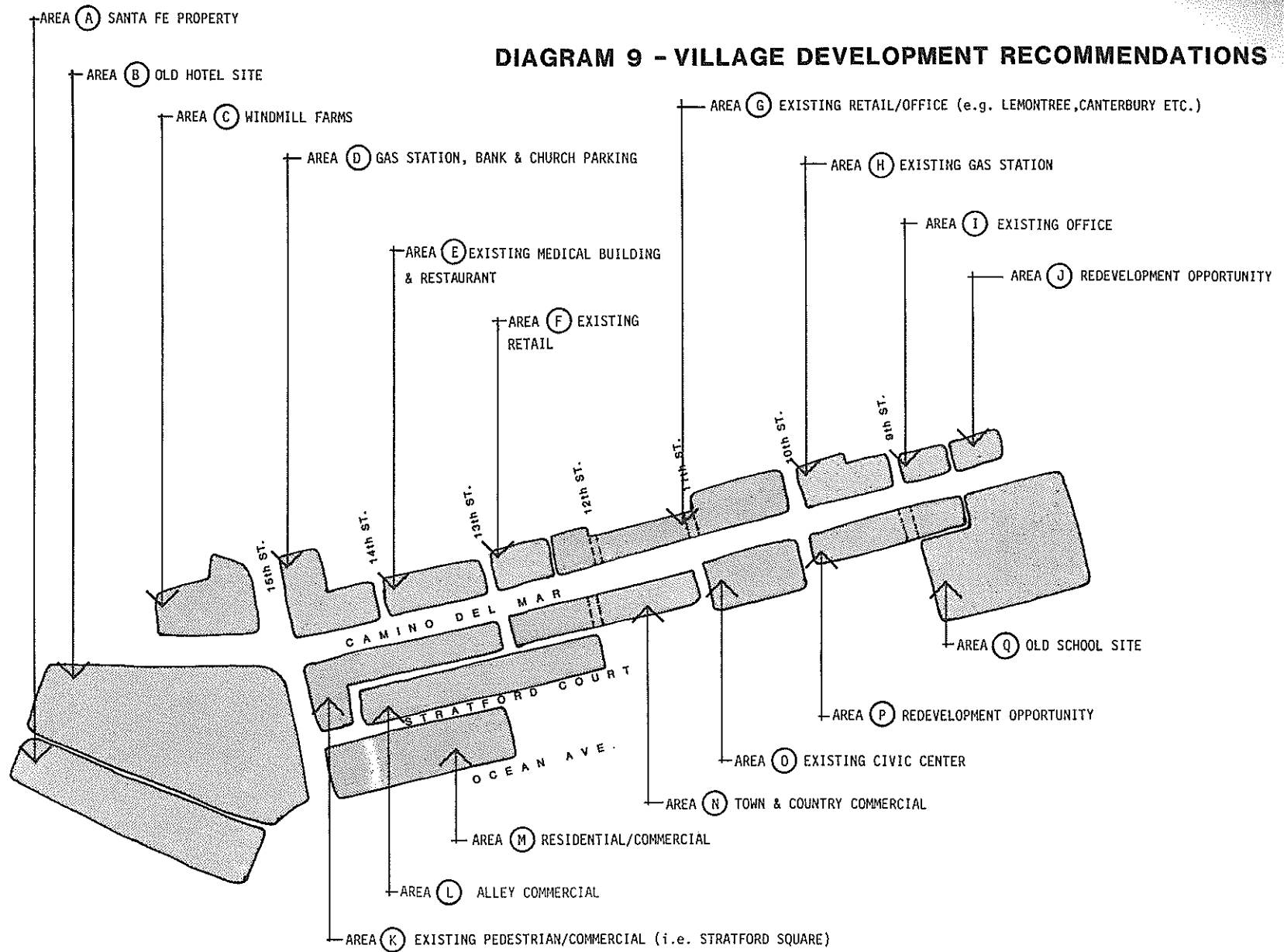
AREA D - GAS STATION, BANK AND CHURCH PARKING LOT

Redevelop the gas station site to create a pedestrian oriented retail development around a public plaza at the corner of CDM and 15th. Terraced expansion into the church parking lot might be considered if church parking can be provided within the new development and the scale and character of the church can be preserved. The existing bank/office structure should contribute streetscape and building improvements required to be consistent with the Del Mar 2000 project.

AREA E - EXISTING MEDICAL BUILDING AND RESTAURANT

No major changes. Encourage streetscape and building improvements as required to complement the Del Mar 2000 project.

DIAGRAM 9 - VILLAGE DEVELOPMENT RECOMMENDATIONS



AREA F - EXISTING RETAIL

As redevelopment proceeds, streetscape and building improvements should be provided consistent with the Del Mar 2000 project.

AREA G - EXISTING RETAIL/OFFICE (E.G. LEMON TREE, CANTERBURY, ETC.)

No major changes. Encourage streetscape and building improvements as required to complement the Del Mar 2000 project.

AREA H - EXISTING GAS STATION

Consider relocation of existing gas station uses to pursue new development opportunities associated with the Del Mar 2000 project.

AREA I - EXISTING OFFICE

No major changes. Encourage streetscape and building improvements as required to complement the Del Mar 2000 project.

AREA J - REDEVELOPMENT OPPORTUNITY

Redevelop consistent with the objectives of the Del Mar 2000 project.

AREA K - EXISTING PEDESTRIAN COMMERCIAL (I.E. STRATFORD COURT)

No major changes. Create a secondary retail emphasis on the alley side, expand retail development over Bully's parking lot, and encourage streetscape and building improvements as required to complement the Del Mar 2000 project.

AREA L - ALLEY COMMERCIAL

Encourage infill and upgrading of existing commercial consistent with the objectives of the Del Mar 2000 project.

AREA M - RESIDENTIAL COMMERCIAL MIX

Encourage long term redevelopment and infill of specialty retail and service commercial uses in conjunction with increased access and retail exposure.

AREA N - TOWN AND COUNTRY COMMERCIAL

Upgrade existing commercial/retail to increase the pedestrian orientation, and encourage streetscape and building improvements consistent with the Del Mar 2000 project.

AREA O - EXISTING CIVIC CENTER

Redevelop as a civic center/commercial center in conjunction with private commercial development. The civic center should include all required City facilities, the library and cable T.V. station. Relocation of the post office within this complex is also recommended.

AREA P - REDEVELOPMENT OPPORTUNITY

Redevelop consistent with the objectives of the Del Mar 2000 project. Consideration should be given to the creation of a transitional space between the 10th Street civic/commercial node and a recreational emphasis for the old school site.

AREA Q - OLD SCHOOL SITE

Encourage long term redevelopment to a public oriented use (e.g. educational, recreational, community arts center, etc.) The blending of motor hotel development to the south should be encouraged to increase its compatibility with the proposed public orientation of the remainder of the site.

The rendered site plans on the following pages illustrate a prototype design concept or model for development of the overall village area. The concepts shown represent a synthesis of the ideas presented throughout the Del Mar 2000 project, and the preferred elements of the four previous design plans. The approach was to develop three key prototypical situations that present a series of design concepts reflective of the various opportunities that exist. Each concept is designed to meet the objectives of its own individual site, as well as function cohesively as an element of the overall village center design concept. THE INTENT IS NOT TO SUGGEST SPECIFIC DESIGN PLANS READY FOR IMPLEMENTATION. The architectural program for each site will include more specifics than can be addressed at the level of this report, thus the final design will be quite different. HOWEVER, THESE DESIGN MODELS DO PRESENT IDEAS AND ILLUSTRATE OPPORTUNITIES. They should be used in conjunction with the design guidelines presented in the following section to insure compatibility within the overall plan. The three prototypical areas are as follows:

1. The 15th and Camino Del Mar Commercial Node

This example develops around the creation of a pedestrian plaza concept for the intersection of 15th and Camino Del Mar. This intersection becomes the axis around which the adjacent form of development is planned. Major features include the development of the old hotel site, redevelopment of Windmill Farms, concepts for 15th Street west of CDM, and the connection to linear development along Camino Del Mar to the south.

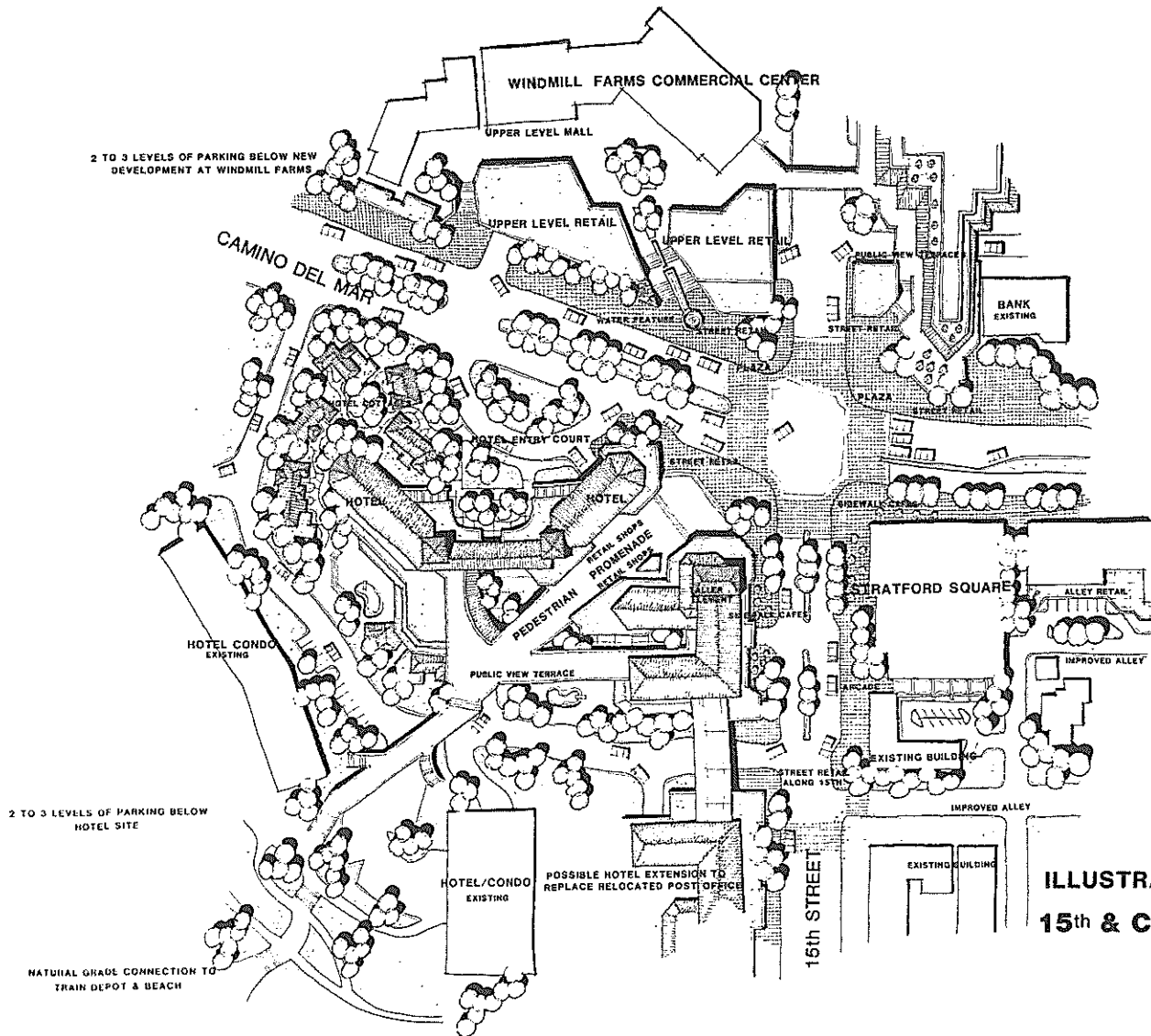


ILLUSTRATION 1
15th & CAMINO DEL MAR

2. Typical Section of Camino Del Mar

This example illustrates a typical section of CDM. The approach varies from the other two examples in that none of the concepts are presented as site specific recommendations, but as ideas applicable in general to a variety of locations along the street.

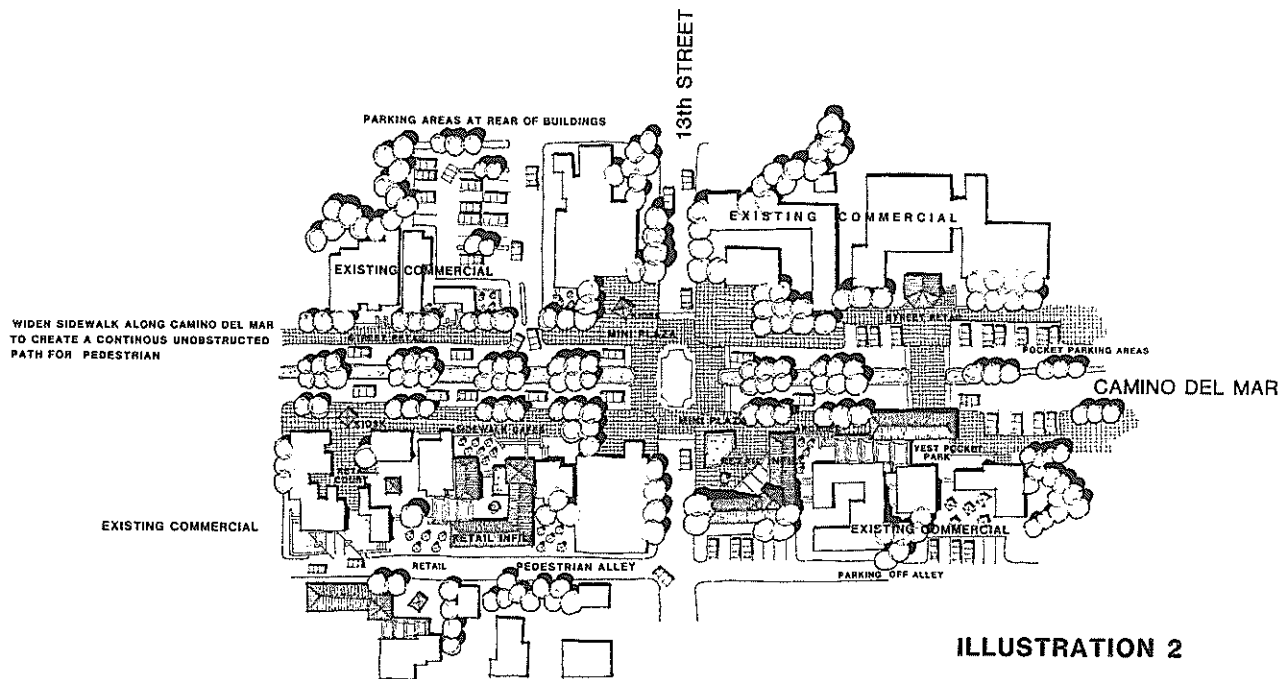


ILLUSTRATION 2
13th & CAMINO DEL MAR

3. 10th and Camino Del Mar Civic/Commercial Node

The concepts presented in this area range from specific recommendations, such as the location of the civic center complex, to more general ideas for redevelopment of privately owned sites. The key feature of this example is the creation of a traffic circle as the focus of development at the intersection of 10th St. and CDM. The concept is similar to 15th and CDM in that the intersection provides the axis around which the surrounding form of development is planned.

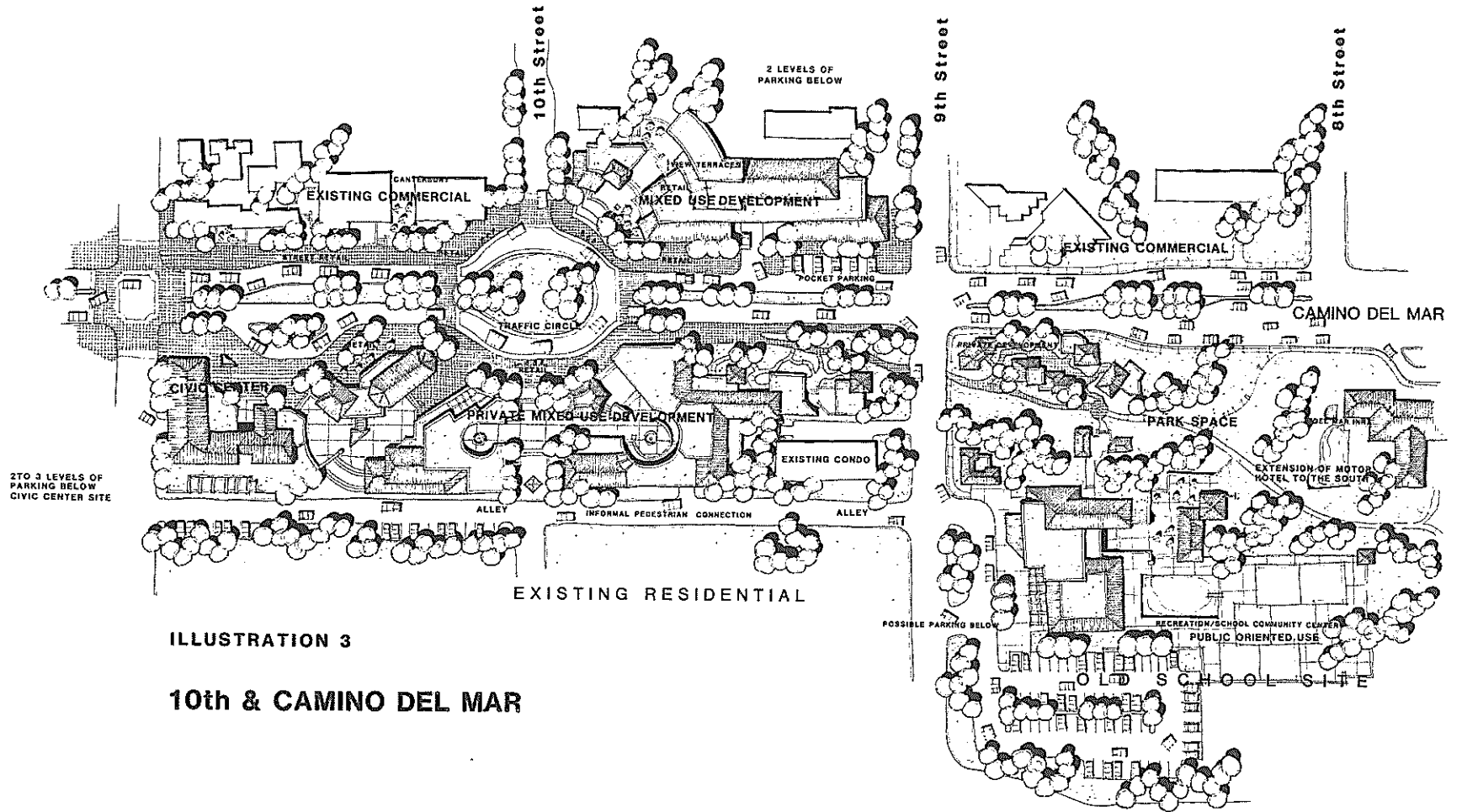


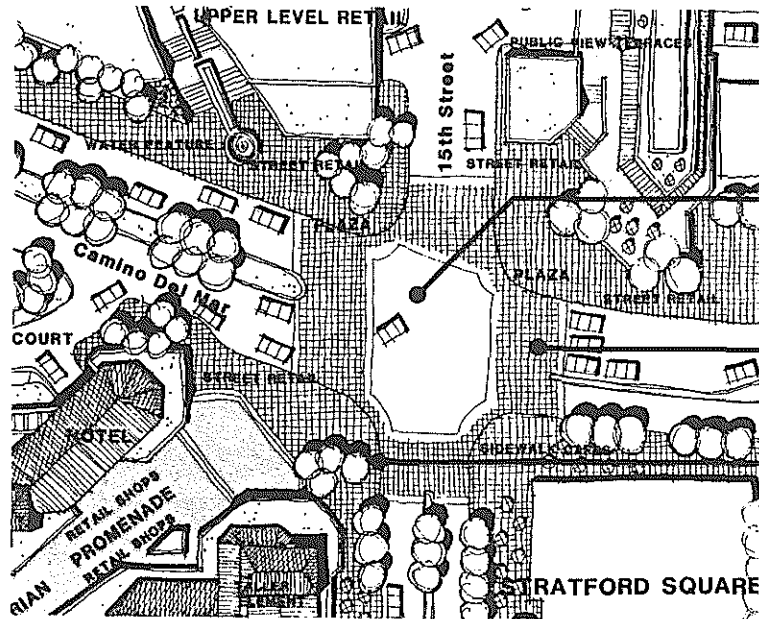
ILLUSTRATION 3
10th & CAMINO DEL MAR

Design Guidelines

The design guidelines on the following pages were developed for two basic purposes:

1. To insure that public and private improvements implement the major objectives of the Del Mar 2000 project and are consistent with the overall design concept for the village center area.
2. To illustrate a number of ideas that, due to undetermined factors, cannot be viewed as required guidelines, but if implemented, would further the objectives of the project.

Private developers and property owners should be required to meet the intent of the guidelines and be encouraged to implement the "ideas" and concepts represented. In addition, all public sector development and improvement should be required to comply with the guidelines and consider the ideas. The format for guidelines is to start with the 15th and Camino Del Mar commercial node and move south along Camino Del Mar.



INTERSECTION OF 15TH & CDM

The objective of the following guidelines is to increase the pedestrian orientation of the intersection and provide a focus for surrounding activities.

- GUIDELINE 1** - The intersection of 15th and Camino Del Mar should be designed to disperse vehicles approaching from the north along CDM into parking areas and structures, and discourage vehicular access across 15th St. into the village area.
- GUIDELINE 2** - Provide pedestrian crosswalks at all corners. Consideration should be given to continuation of a common sidewalk paving pattern across the street in crosswalk areas.
- GUIDELINE 3** - Create mini-plazas at all corners to contribute to an overall pedestrian plaza concept for the intersection.

Fig. 1

NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

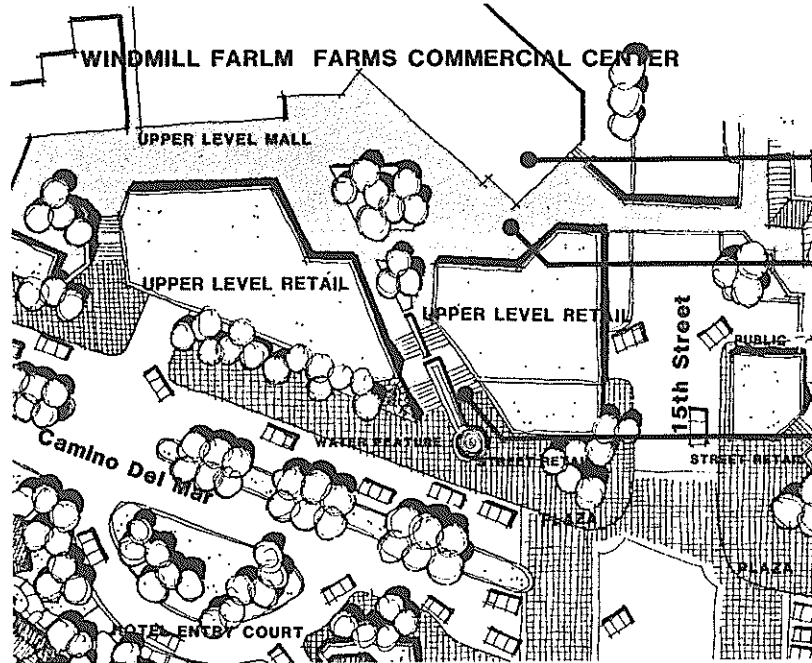


Fig. 2

WINDMILL FARMS

The following guidelines suggest redevelopment of the Windmill Farms site to a more intense use. Although the guidelines are applied to a model which assumes renovation and expansion, the same guidelines could be applied to total redevelopment of the site.

GUIDELINE 4 - Renovate or rebuild existing structures consistent with an overall plan for intensification of the site.

GUIDELINE 5 - Create an upper level pedestrian mall in conjunction with the expansion of existing retail development.

IDEA: Provide a pedestrian bridge to a possible upper level development on the adjacent church parking lot site.

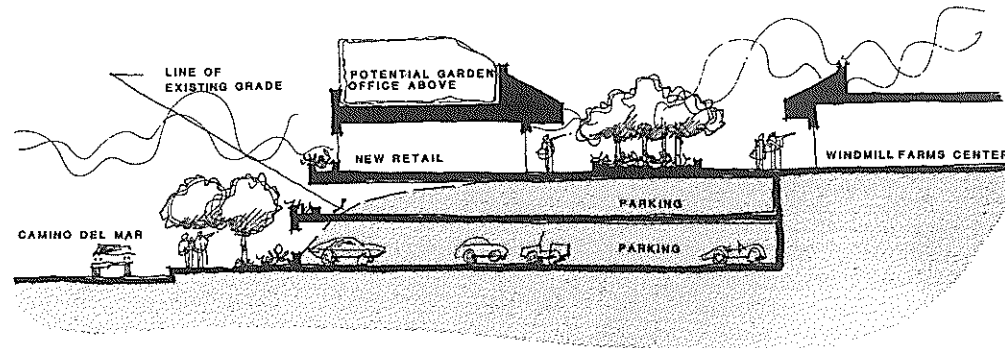
GUIDELINE 6 - Provide a major public access from street level to the upper level in conjunction with a retail oriented mini-plaza on the corner at street level.

IDEA: Provide a public fountain or water feature in this plaza area. The fountain concept could be linked to the upper level mall via a grand stairway feature cascading down to the street.

GUIDELINE 7 - Use the sloped topography to develop terraced parking levels below new retail development. The parking structure should be terraced, architecturally detailed, and landscaped to create an attractive "soft" face on the building as it faces Camino Del Mar.

IDEA: Allow additional garden office development over retail expansion. This can be used as an incentive for the implementation of public parking and/or site amenities.

FIG. 3
CROSS SECTION-
WINDMILL FARMS SITE



NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

FIG. 5

**SOUTHEAST CORNER OF
15th & CDM**

SOUTHEAST CORNER OF 15TH AND CDM

The model for this area assumes redevelopment of the corner site (gas station). It also suggests that development might expand east to include the church parking lot. The same ideas and guidelines should be applied to a scaled down version of the model including just the gas station site.

IDEA: Develop a public terrace over the church parking lot. The orientation should be to the northwest to provide a pedestrian view terrace.

IDEA: Allow garden office development above to provide an incentive for site amenities and to further justify new development.

GUIDELINE 8 - Develop a retail oriented mini-plaza on the corner at street level.

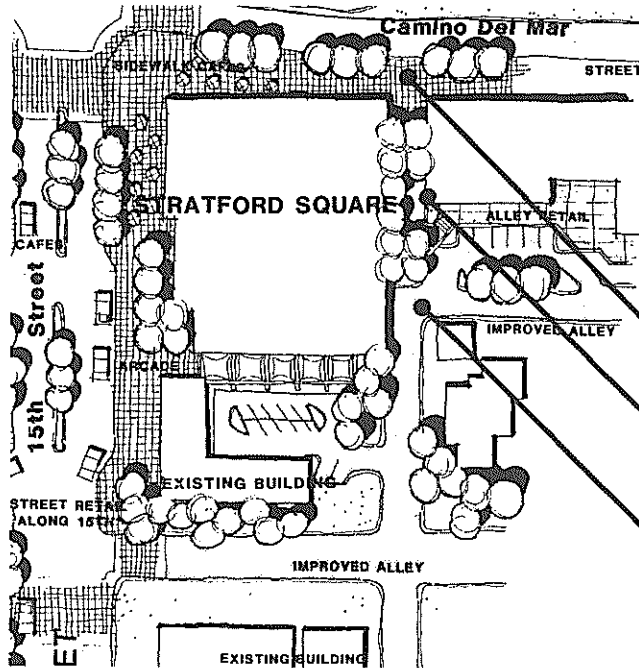
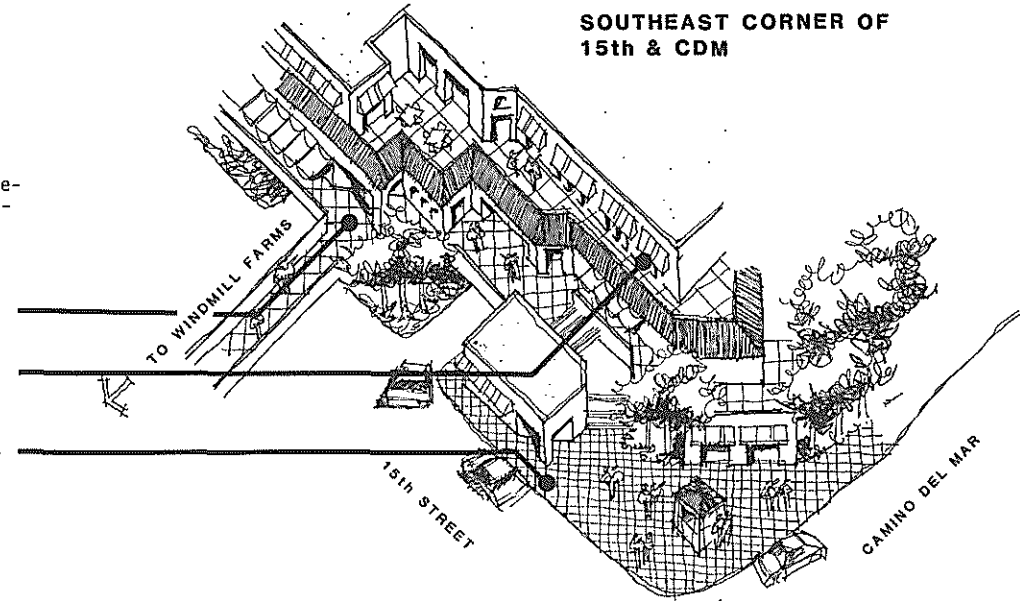


Fig. 4

STRATFORD SQUARE BLOCK

The Stratford square block provides the major existing component of a pedestrian oriented retail concept along CDM. The following Guidelines assume continuation and improvement of existing activities.

GUIDELINE 9 - Widen sidewalks and increase pedestrian areas to expand the existing sidewalk retail activities at the northwest corner of the intersection.

GUIDELINE 10 - Use landscaping and hardscape improvements to create mid block pass throughs linking street activity to the alley.

GUIDELINE 11 - Use landscaping and hardscape improvement to encourage pedestrian use of the alley. Existing establishments should be encouraged to create a secondary retail orientation along alley spaces. All improvements should maintain efficient use of the alley for service purposes.

NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

HOTEL SITE

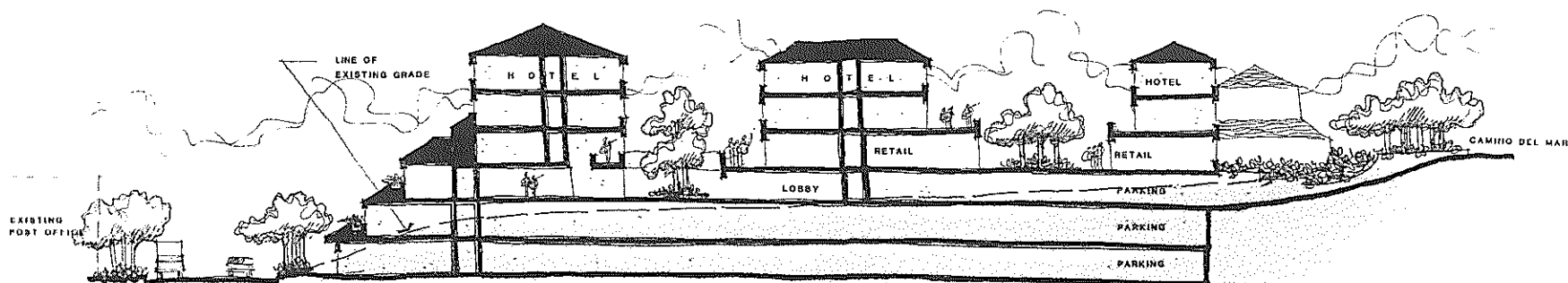
The model presented for the hotel site illustrates a concept for hotel/retail development which implements major community development objectives of the Del Mar 2000 project. It is assumed that joint involvement between the City and private developers will be required to implement the guidelines and ideas presented.

GUIDELINE 12 - Utilize the sloped condition of the site to create terraced parking decks below hotel/commercial development. Joint use of parking for hotel activities and public parking should be considered.

IDEA: Use the grade differential in conjunction with terraced parking decks to create multi-level terraced structures without raising the site profile as perceived from Camino Del Mar.

GUIDELINE 13 - Articulate the topography and terraced parking decks to create multi-level pedestrian spaces for hotel activities and public commercial opportunities.

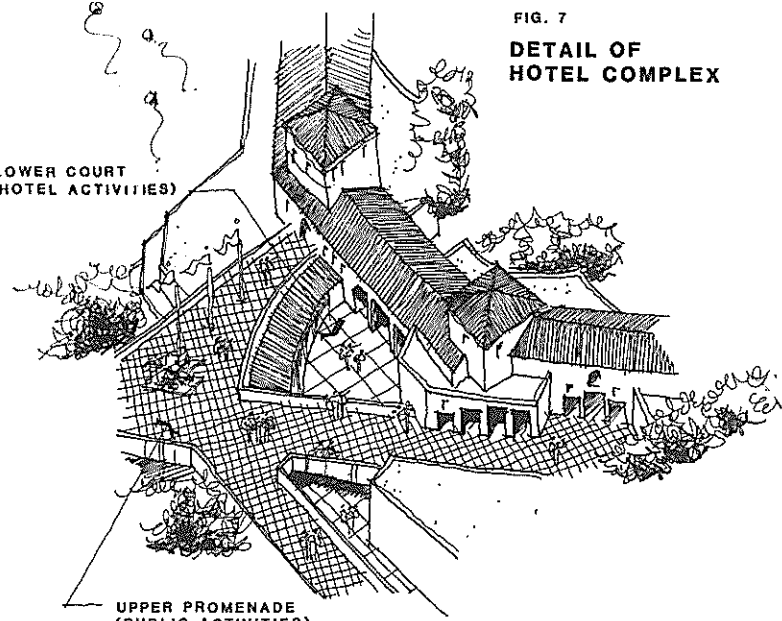
FIG. 6
CROSS SECTION-
HOTEL SITE



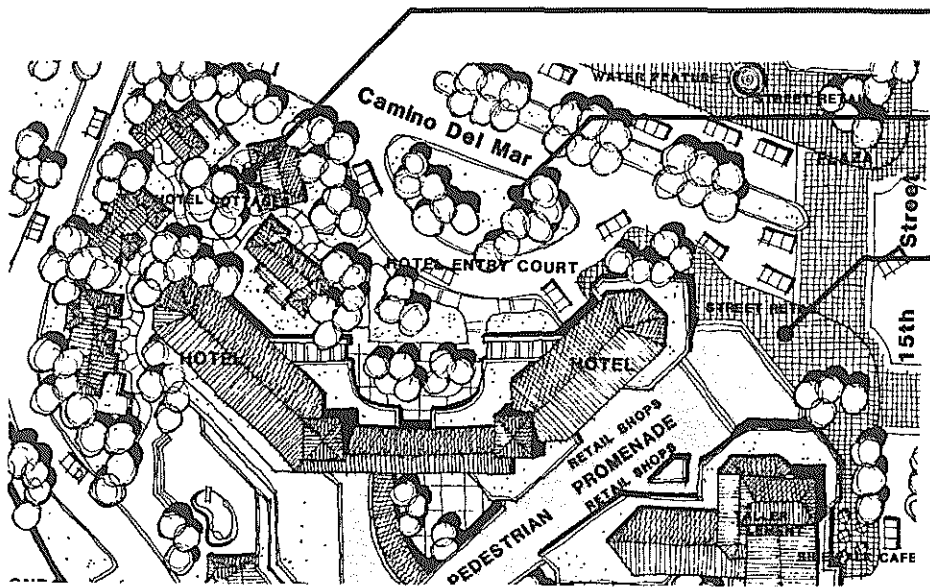
NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

FIG. 7
**DETAIL OF
 HOTEL COMPLEX**

LOWER COURT
 (HOTEL ACTIVITIES)



IDEA: Create a lower level court and pedestrian space for hotel oriented activities, and an upper level pedestrian promenade and terrace space for public activities.



GUIDELINE 14 - Locate lower scale structures and landscaping in the northeast corner of the hotel site. The objective is to maintain a low profile and establish a long range view corridor across the site to the northern beach area.

IDEA: Develop a resort style landscaped entry court on Camino Del Mar in conjunction with low scale beach cottages in the northeast corner of the site.

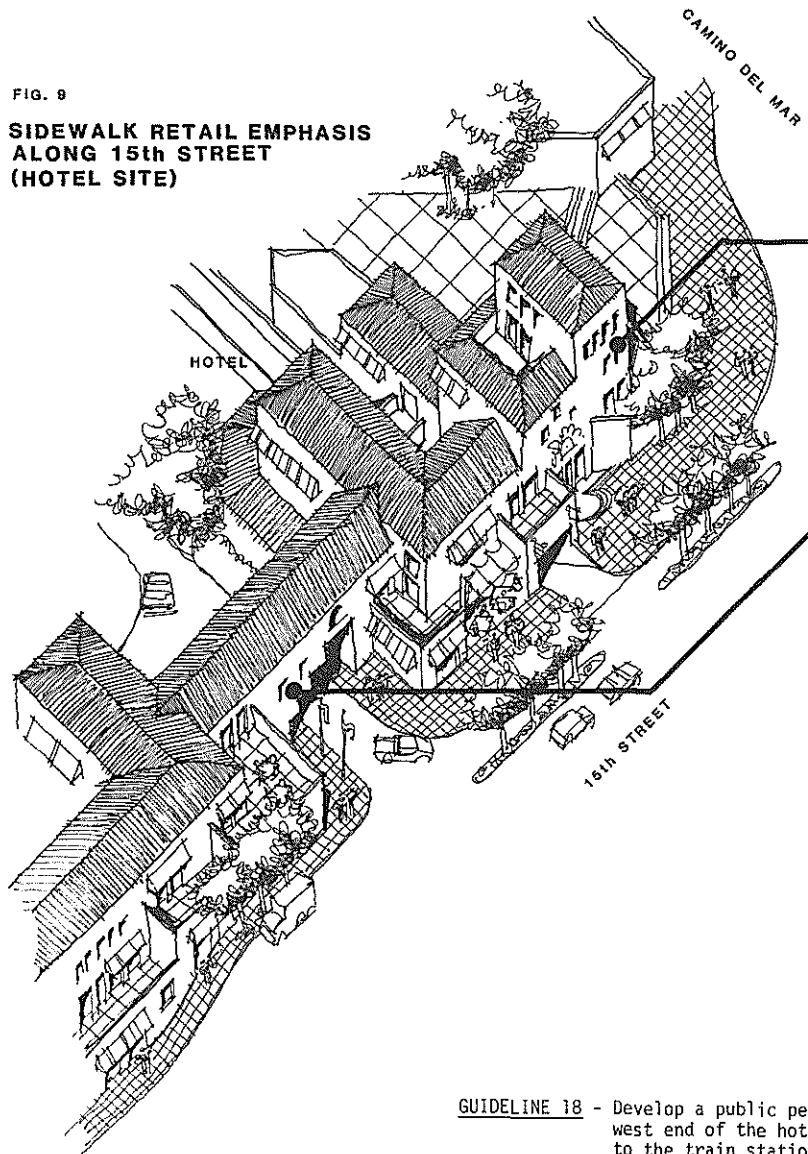
GUIDELINE 15 - Provide a pedestrian plaza at the corner of CDM and 15th as the entry point for a retail oriented promenade across the site. It should link to a pedestrian access way to the train station and beach area. In addition, it should be designed as a pedestrian view corridor across the site.

Fig. 8

NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

FIG. 9

**SIDEWALK RETAIL EMPHASIS
ALONG 15th STREET
(HOTEL SITE)**



GUIDELINE 16 - Develop the hotel site to create an urban edge along 15th St. Sidewalk retail and outdoor cafes should be the emphasis of street level activity and multi-level pedestrian activity should be considered.

IDEA: Allow taller elements to be located in this area to distribute densities in support of an urban streetscape concept along 15th St. This concept will also create interest and increase view opportunities by varying the height and scale of development across the site.

IDEA: Bridge across the west access road to connect and expand hotel development to the existing post office site. This idea is contingent upon the post office being relocated to the new civic center site.

GUIDELINE 17 - Make street improvements and encourage street oriented commercial west along 15th to Seagrove Park.

GUIDELINE 18 - Develop a public pedestrian connection from the west end of the hotel site (pedestrian promenade) to the train station and beach area. The design of this connection should emphasize prominent access within natural features of the hillside.

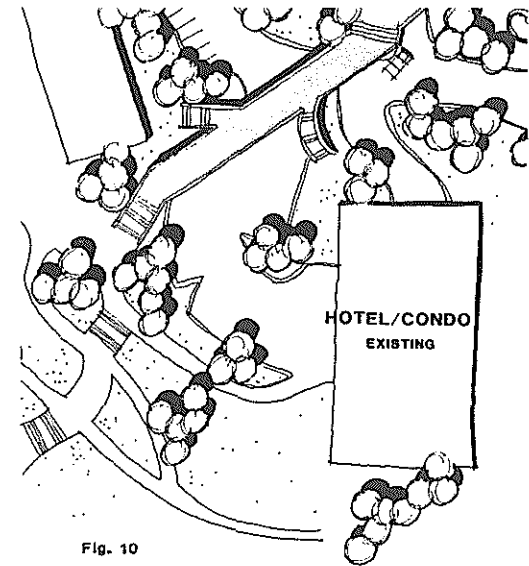


Fig. 10

NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

TYPICAL SECTION OF CAMINO DEL MAR

The typical section provides the basis of general recommendations for renovation, infill and streetscape improvements along Camino Del Mar.

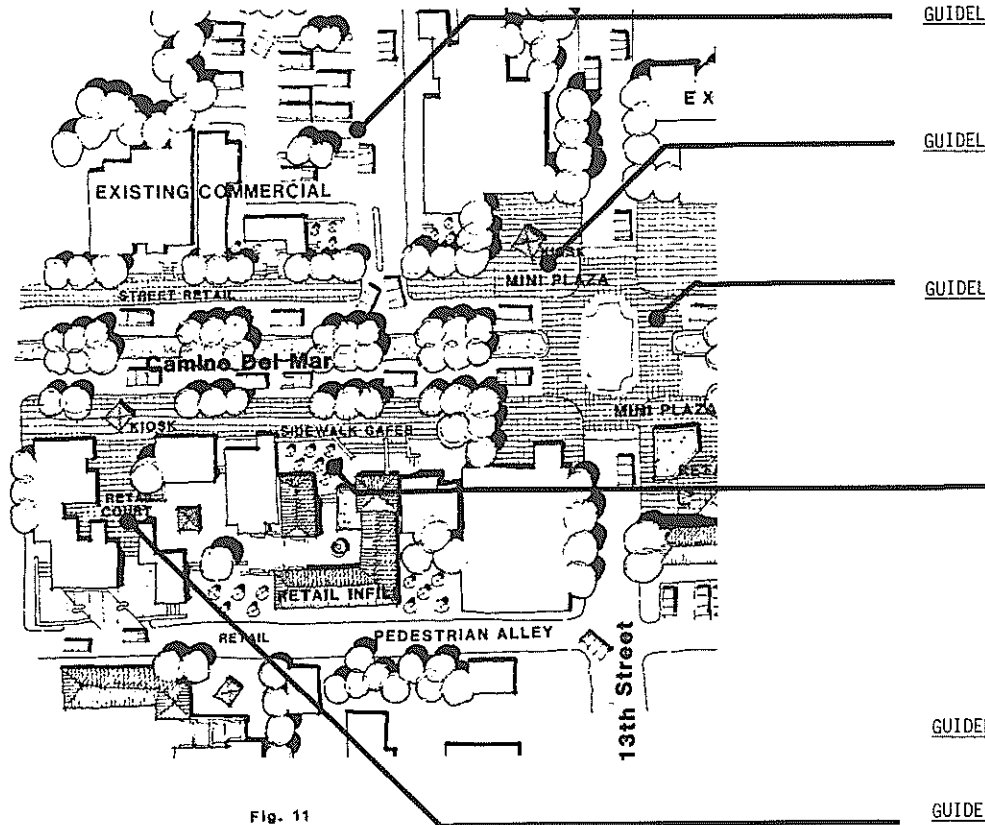


Fig. 11

GUIDELINE 19 - Provide parking areas off the alley at the rear of developments along CDM. The objective is to reduce the need for on-street parking and thus reduce impacts on the pedestrian quality of the streetscape.

GUIDELINE 20 - Provide mini-plazas at street corners to support the pedestrian orientation of key intersections.

IDEA: Allow kiosks and outdoor vendors in plaza spaces to increase street activity.

GUIDELINE 21 - Provide pedestrian crosswalks at key intersections along Camino Del Mar. Consider the continuation of existing sidewalk paving patterns across the street to facilitate pedestrian access.

IDEA: Consider multi-level open air spaces (basements and elevated terraces) adjacent to the sidewalk along CDM. Such spaces provide opportunities for sidewalk cafes and various types of specialty retail and exhibition use.

GUIDELINE 22 - Provide through sidewalks to facilitate uninterrupted pedestrian movement along CDM.

GUIDELINE 23 - Develop a program for landscape, hardscape, and street furnishing standards along CDM and on 15th St. south of CDM. Implement these standards through public improvement programs and contributions by private property owners.

IDEA: Create retail courts and narrow shopping spaces between buildings along CDM.

NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

FIG. 12
TYPICAL DETAIL
ALONG CAMINO DEL MAR

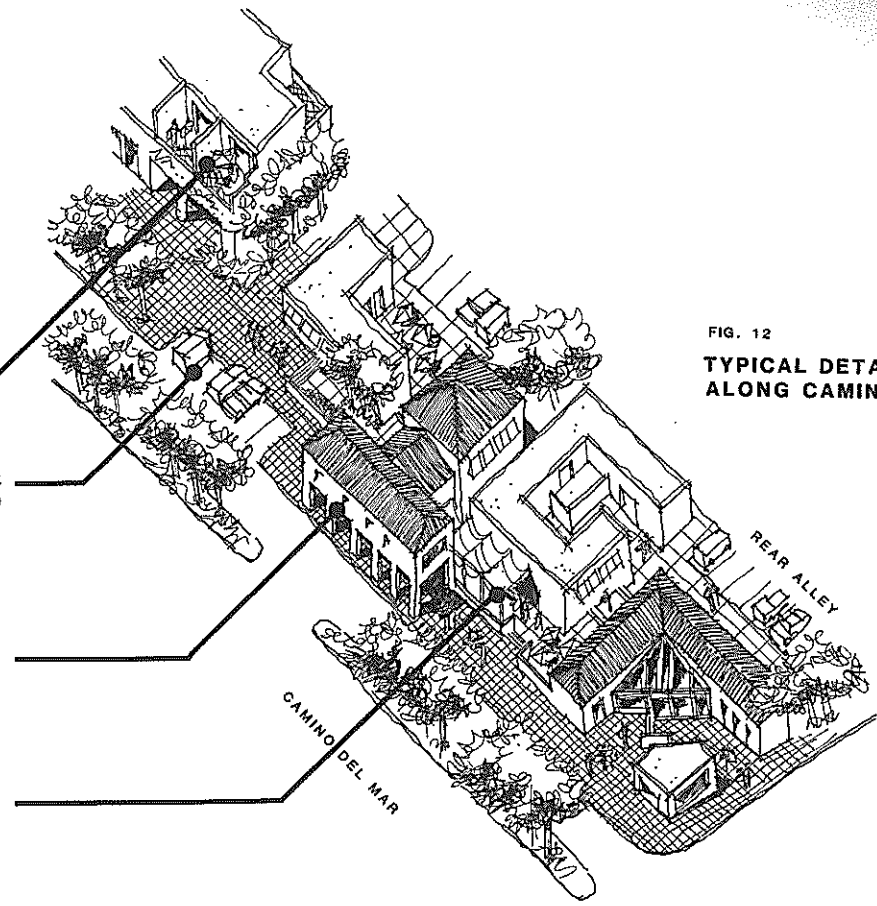
IDEA: Infill with cottage commercial developments where residences are constructed on upper floors over street level shops.

GUIDELINE 24 - Cluster on-street parking into designated "pocket parking" areas where sidewalks are wide enough to accommodate pedestrians inside of parking areas.

GUIDELINE 25 - Encourage renovation of existing buildings and retail uses and complementary infill development.

IDEA: Extend infill development out over sidewalks creating open sidewalk arcades at street level. Such encroachments should only be considered when it can be demonstrated that no obstacles to pedestrian flow or major view problems are created.

IDEA: Develop arcades, alley spaces and vest pocket parks between existing and infill buildings



NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

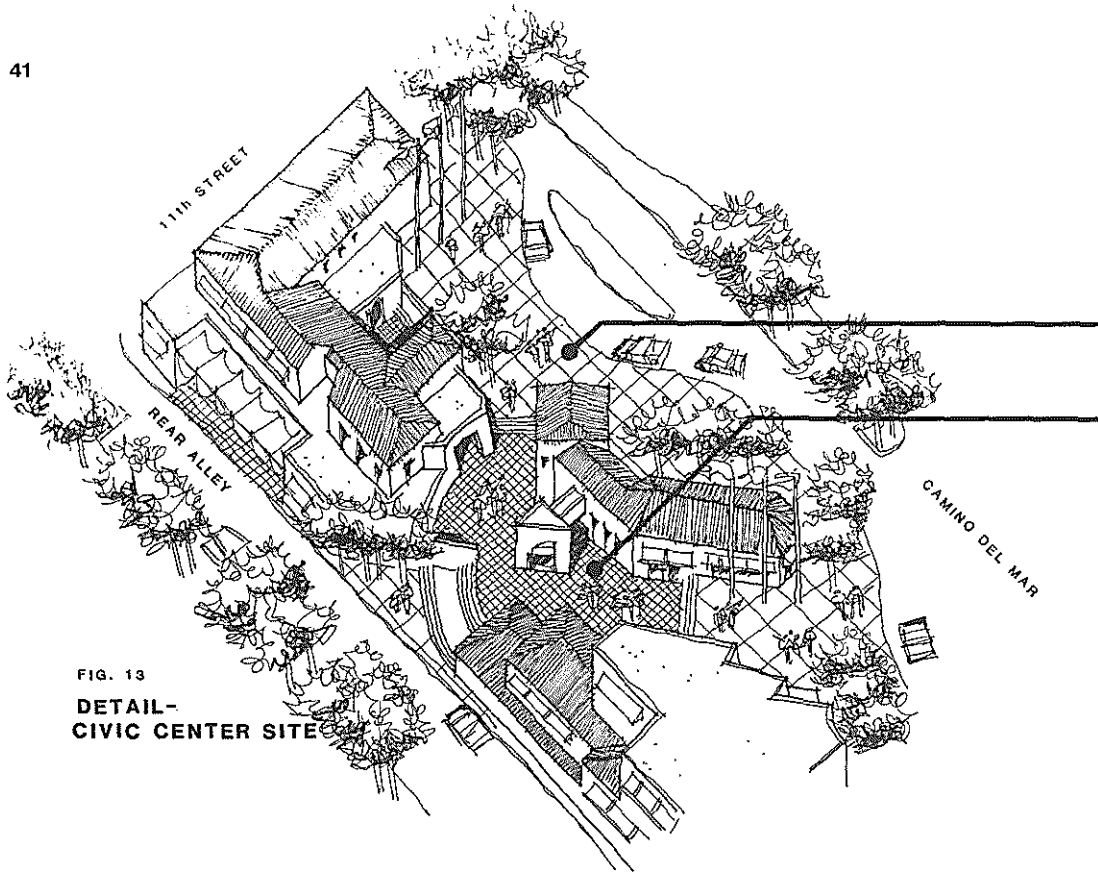


FIG. 13
DETAIL-
CIVIC CENTER SITE

CIVIC CENTER SITE

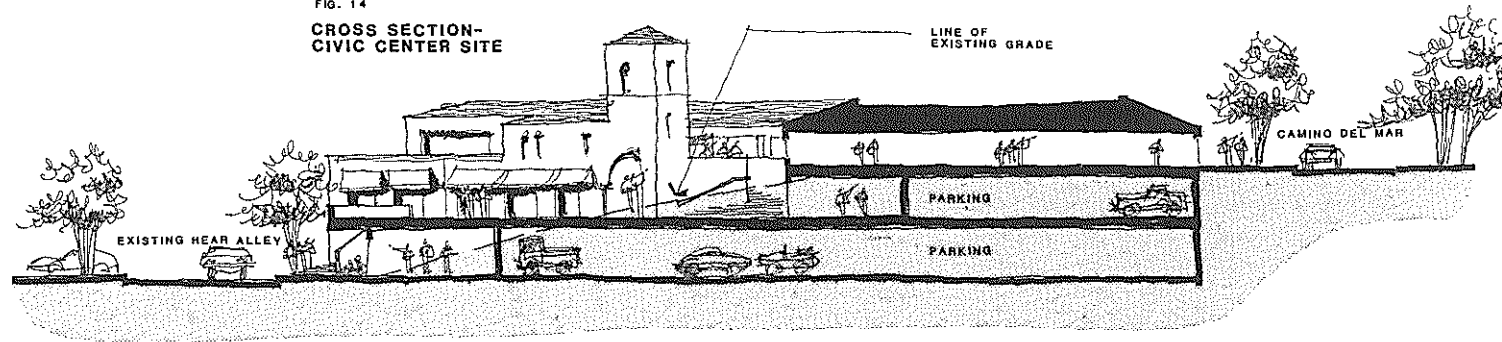
The model presented for development of the civic center site includes the location of a new civic center complex on the north half of the site in conjunction with private commercial development on the south end of the site.

GUIDELINE 26 - Set back the development of the civic center to create a public space along CDM and create the appropriate setting for the complex.

GUIDELINE 27 - Develop a central pedestrian plaza on a diagonal of the traffic circle, to provide a transitional space between the civic center and private development to the south.

GUIDELINE 28 - Utilize the sloped site to create terraced parking decks below the entire complex.

FIG. 14
CROSS SECTION-
CIVIC CENTER SITE



NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

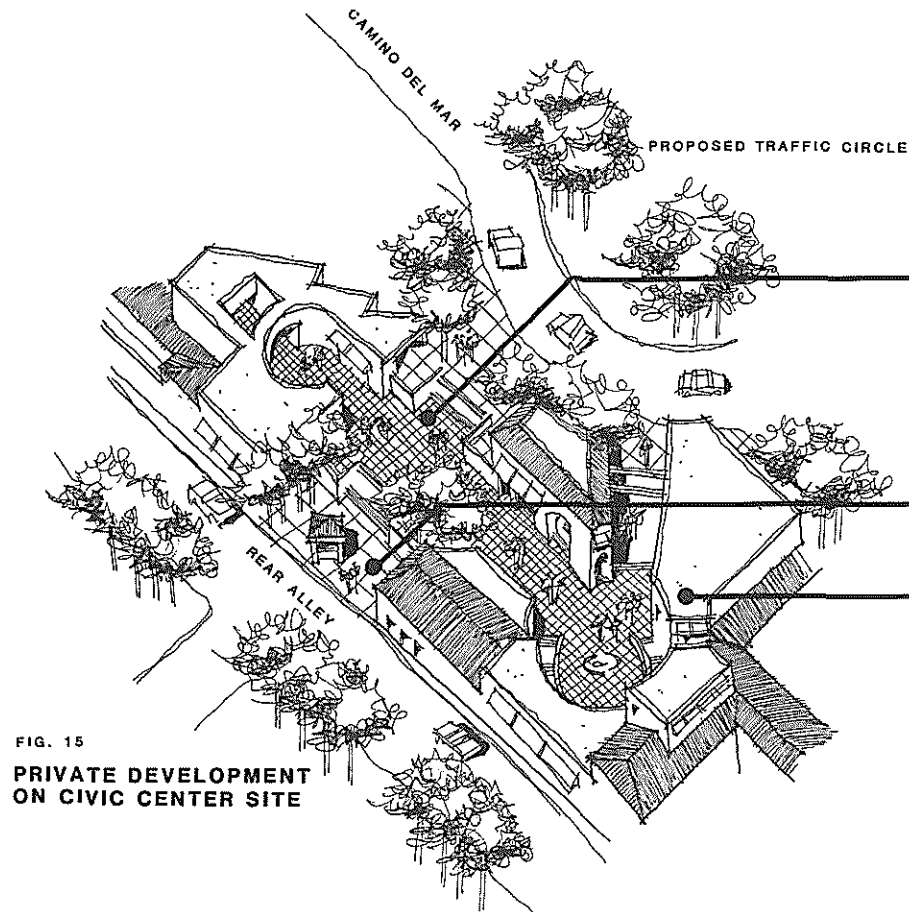


FIG. 15

**PRIVATE DEVELOPMENT
ON CIVIC CENTER SITE**

IDEA: Close 10th Street west of CDM to integrate private development on the civic center site with potential development of the block to the south. The objective is to enhance the development potential of the civic center site.

IDEA: Use the vacated 10th Street right-of-way to develop a pedestrian walk down to the alley. This idea is to create an open court focus for a private development on either side of 10th Street.

IDEA: This plaza should utilize the slope of the site to create a terraced space with access through to the alley.

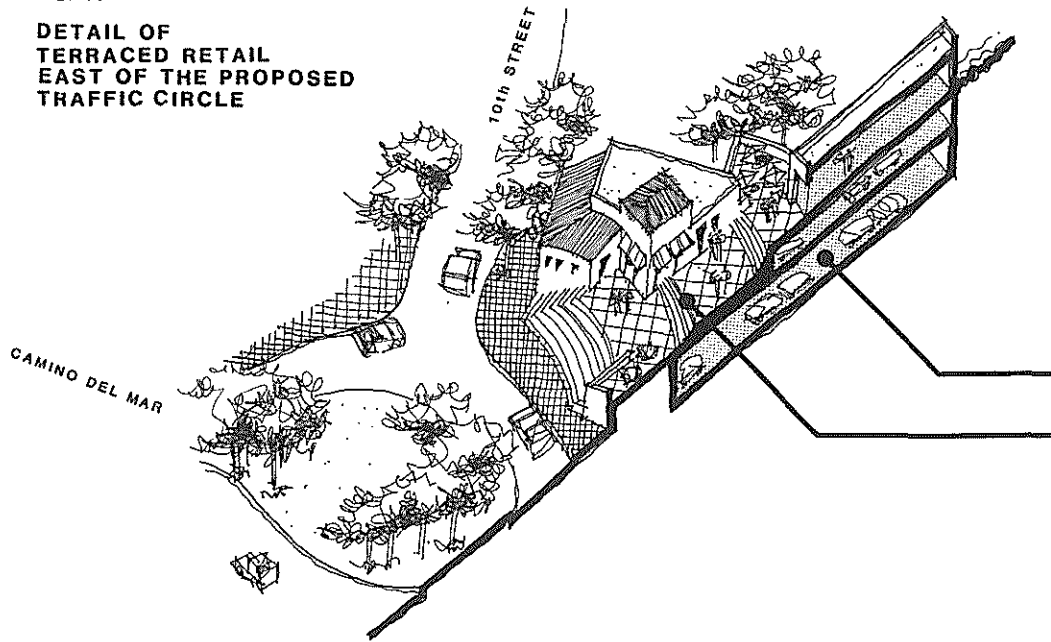
GUIDELINE 29 - Improve the alley and site adjacent development to provide an informal pedestrian zone, and an alley link to development to the south

GUIDELINE 30 - Develop a retail/office complex on the south half of the civic center site. Consider expansion across 10th Street to increase the potential for development and thus the overall viability of the civic/commercial/center complex.

GUIDELINE 31 - Set back structures along the west side of Camino Del Mar north of 9th Street to create a mini-park concept as a backdrop for private development. The concept is to create a transitional space between the village emphasis at 10th Street and a proposed park space on the old school site. This guideline is contingent upon the development of a park space on the old school site.

NOTE: SKETCHES ILLUSTRATE SIZE MASS & SPATIAL RELATIONSHIPS. THEY ARE NOT INTENDED TO SUGGEST ARCHITECTURAL STYLE OR SITE LOCATION.

FIG. 16
**DETAIL OF
 TERRACED RETAIL
 EAST OF THE PROPOSED
 TRAFFIC CIRCLE**



PARCEL ON EAST SIDE OF CDM BETWEEN 9TH & 10TH STREETS

The model for this area suggests private redevelopment of two existing gas stations into a mixed-use development with a retail emphasis at the corner of 10th and CDM.

GUIDELINE 32 - Develop terraced parking levels under commercial development which fronts on Camino Del Mar.

IDEAS: Create a multi-level retail terrace oriented on a diagonal to the intersection of 10th and Camino Del Mar.

CONCLUSION

The report provides a picture of Del Mar in the future, maintaining and enhancing its desirable and attractive village center as a pedestrian oriented community core. To accomplish this objective in the face of mounting pressure from the surrounding areas, many policies are proposed and recommendations are made. Many of these recommendations involve external considerations related to circulation and land use that are presented in support of the Village Center Concept. Many others are presented as direct recommendations for changes within the Village Center area. In all, they represent a comprehensive program for directing the growth and development of the City's central commercial district towards the pedestrian village concept that has emerged through the process as the single most basic goal of the Del Mar 2000 project.

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PART VI - IMPLEMENTATION

As has been suggested throughout the report, the implementation of the Del Mar 2000 project will require ongoing planning and analysis work beyond the scope of this initial effort. The first section of Part VI presents four (4) key objectives that should be immediately addressed in the implementation of Del Mar 2000. The second part of PART VI then presents a response by the Steering Committee in the form of specific recommendations for an implementation program.

IMPLEMENTATION OBJECTIVES

The four (4) major objectives for implementation are listed below. Objective 1 is the most basic and provides the basis for three that follow.

Objective 1: THE CREATION OF AN IMPLEMENTATION ENTITY CAPABLE OF PROCEEDING WITH THE PLANNING AND DEVELOPMENT RECOMMENDATIONS CONTAINED IN THIS REPORT.

There is an important distinction between the role of this entity and the established City planning process. Implementation of the Del Mar 2000 project requires that the approach be progressive and change-oriented, rather than quality control and regulatory in nature. The new entity will be required to serve as an advocate and chief negotiator for the City's development objectives as well as protector of the principles of the plan as they relate to the community interest. Once this entity is established it should pursue three additional basic procedural objectives.

Objective 2: ADOPTION OF THE BASIC CONCEPTS, RECOMMENDATIONS AND GUIDELINES CONTAINED WITHIN THIS REPORT AS AN OFFICIAL "SPECIFIC PLAN" OF THE CITY OF DEL MAR.

As a "Specific Plan" the report will serve as a legal tool, guiding project implementation in concert with the City's General Plan and requiring the private sector to work with the City in implementing the project objectives.

Objective 3: EXPAND UPON THE CONCEPTS, RECOMMENDATIONS, AND GUIDELINES PRESENTED IN THIS REPORT TO CREATE A "COMMUNITY DEVELOPMENT MASTER PLAN."

This plan should be the responsibility of the new implementation entity and should address two key areas:

1. The establishment of specific, legally-implementable guidelines that require private property owners to comply with the basic principles of the Del Mar 2000 project. These guidelines are critical in that it can be assumed that many private development proposals will be forwarded in many areas before the City has become directly involved in project implementation.
2. The creation and commitment to a phased public works program for implementation of street modification and of site improvements recommended in this report (i.e. change the street geometry of Camino Del Mar.)

Objective 4: THE CREATION OF SPECIFIC DEVELOPMENT PLANS FOR INDIVIDUAL SITES OR PROJECTS.

Specific development plans differ from the City's specific plan in that they respond to special requirements of a given site being considered for development. These plans should be developed based on the concepts, recommendations, and guidelines included in this report. They should be produced on an as-needed basis to respond to one of four (4) ways in which development might occur:

1. The City prepares a "Specific Development Plan" for development of a project that may be a civic project or the City in joint venture with a private developer.
2. The City prepares a "Specific Development Plan" in association with an RFP for a private development project.
3. Private developer prepares a "Specific Development Plan" and submits it to the City as a proposal to develop in compliance with the Del Mar 2000 project.
4. The City prepares a "Specific Development Plan" in an effort to impose guidelines for a proposed private development not considered in conformance with the Del Mar 2000 project.

PROPOSED IMPLEMENTATION PROCESS

The section of the report that follows was prepared directly by members of the Del Mar 2000 Steering Committee in response to the implementation objectives listed in the previous section of Part VI. It is included in the report to provide an implementation strategy that can proceed concurrently with the review and adoption of the report. Our intention is that this approach will lead to a quick and effective response to the recommendations presented in the report.

INTRODUCTION

The Del Mar 2000 Steering Committee has witnessed the neglect

of other plans for areas of the City in the past. It is clear that if this plan is to be adopted and implementation is to proceed, it will require the dedicated effort of an organization created for that purpose.

This portion of the report recommends an organization and a financing mechanism to oversee the adoption and implementation of the plan.

The Steering Committee believes that the two most important characteristics of such an entity are the commitment of a community to: (1) finance it with a sufficient level of funds to retain a professional staff and/or consultants; and (2) provide it with sufficient authority and independence to render it a proactive force charged with implementation of a plan rather than a reactive force responding to the development goals and objectives of private individuals.

The Steering Committee believes that it is of vital importance that the organization hire a professional staff or consultants which can interface with the City staff and private property owners, coordinate necessary transactions between the City and private individuals and implement required financing methods, all of which are required to obtain and implement a community plan.

ORGANIZATION

The Steering Committee proposes the creation of an organization in the form of a nonprofit corporation called the Village Plan Implementation Commission. This corporation would be formed in the mold of the Centre City Development Corporation and other nonprofit corporations which have been formed to adopt and implement plans for the City of San Diego.

The corporation would be formed by the City of Del Mar. The Commissioners, which should number 5 or 7 persons, would be appointed by the City Council. The commission would be responsible for employing staff and directing all of the activities of the Commission.

In addition, it is recommended that the City appoint a Board of Trustees composed of a large number of people (perhaps 25) to review the Commission's activities. The Board of Trustees would be created and given duties in the Bylaws of the Corporation. The Trustees' primary function would be to review, on a quarterly basis, the operation of the Commission.

PURPOSE AND DUTIES

The purpose of the Commission is to act as an implementor rather than a regulator. The Steering Committee recognizes that the City's planning staff and commissions are set up to achieve quality control as development and change occur in the community. They are charged primarily with the important task of acting upon applications for permits and maps which property owners submit. This time-consuming activity deprives its staff and commissions of the time to initiate City plans in an affirmative manner. The current City plan-

ning activities are therefore reactive rather than proactive.

We believe that an entity staffed for the express purpose of implementing plans could, by interacting with the Planning Department and City Commissions, combine the reactive and proactive processes, creating a highly effective approach to the planning of the Village Center.

ADOPTION OF THE PLAN

The Committee proposes that the City adopt a specific plan based on the recommendations and guidelines presented in this report. The adopted plan should address the area designated in this report and/or individual parcels within the designated area. This specific plan or plans will require the approval of the Planning Commission and the City Council.

Concurrent to the adoption of the plan, the new Commission should work to establish precise boundaries within which it will operate. This area should be regarded as the Village Center Community Planning Area. This area would serve both to define the scope of the Commission's efforts and to provide a boundary for the allocation of funds as described below. In addition, the Commission should pursue implementation of recommendations outside of the defined area which are required to meet plan objectives. This should be done in connection with the City Planning Dept. and its Commissions.

Secondly, the Commission, using its professional staff and/or required consultants, should proceed to develop the conceptual plans included in the report into more definitive plans. This activity would also involve the establishment of priorities and phasing for both private and public activities, including circulation facilities, so as to coordinate the final implementation into a cohesive plan. The intention is that all phases of implementation, as well as the specific plans themselves, will combine to produce a synergistic effect between private developers and the City.

Thirdly, the Commission should obtain a review of its plans by the Planning Department and an adoption of these plans by the Planning Commission and the City Council. We anticipate that certain elements of the plan will be implemented quickly, whereas other portions may consume more time both in review and implementation.

IMPLEMENTATION OF THE PLAN

After the Commission has secured the adoption or approval of the plan or portions thereof, it should, through its professional staff, proceed to implement the plan. These activities of the Commission will vary, depending upon the

aspect of the plan(s) being implemented. Examples of the potential activities of the Commission for different parts of the plan are set forth below. The process used by the Commission will depend upon the ownership of the land involved, its use, its proposed use and how it relates to the plan. The following are merely examples of the proposed activities, not a proposal for treatment of each parcel used in the example.

(1) Joint Development Site (Civic Center Site)

The current Civic Center site is an example of a parcel which is owned by the City and is anticipated to be used for both private and public uses. The following process is suggested as an example which may be used by the Commission.

The Commission would, following the approval of a plan for the Civic Center site, including land uses, parking, access, etc., prepare a Request for Proposals to be submitted to developers capable of performing the plan. The Commission should design this Request for Proposals to maximize City revenue, and coordinate the uses with the circulation plan and specific plan for the remaining areas of the Village Center. Key issues include whether the City should sell the property or lease the property, and whether it should retain public facilities on the property. The Request for Proposals would require City Council approval before being circulated.

Upon receiving responses to the Request for Proposals, the Commission would select a developer with whom it would negotiate, which in the Commission's judgment, best meets the goals expressed in the Request for Proposals. It would then propose to the City Council that the City enter into an exclusive negotiation agreement with this developer for a period of time needed to clearly define the developer's proposed plans, methods of financing, and definitive price to be paid to the City, and determine whether this price constitutes lease payments or payment to purchase.

Assuming the developer and the Commission can agree within the period of the Exclusive Negotiation Agreement, the Commission would recommend to the City Council that it enter into such an agreement with the developer.

The agreement would contain a definitive plan to be performed by the developer, a schedule of payments, a schedule of performance and other elements constituting an agreement between the City and the developer to develop and pay for the site in accordance with a specific plan and schedule.

(2) Private Site With Development Incentives

A private site within the Planning Area offers an example of another process which the Commission may use to implement the plan.

This process begins with the application of a private developer to develop a particular private site that is subject to the right to receive a density bonus or other exception from the applicable zoning ordinance through an exchange of development rights or air rights. In such a case the commission would, through its professional staff, negotiate and prepare a development agreement. The agreement would be in the form of a recommended Conditional Use Permit or similar device by which the City would exercise its police power to authorize a development which was consistent with the adopted specific plan. Although the negotiating should be done by the Commission as the implementor of the plan, it would still be subject to review and approval by the Design Review Board, Planning Commission and the City Council.

(3) Circulation Plan

Recommendations for revised circulation patterns offer an example of a third process the Commission may use to implement the plan. The Commission should determine the schedule for implementing each portion of the circulation plan including the closing or narrowing of streets, the construction of additional streets or pedestrian or transit facilities. Following the schedule, the Commission would work with the City staff to obtain grants and provide necessary paper work for the City to implement the plan by either closing a street, acquiring the right-of-way for a new street, or other means of circulation in accordance with the plan.

Therefore, the Commission would affirmatively implement the plans by conducting negotiations with respect to public property and, in some cases, private property and affirmatively scheduling and seeking the financial and legal methods by which to implement public projects in accordance with the schedule.

The Commission would not replace the DRB, the Planning Commission or the City Council with respect to approvals required by current or proposed land use ordinances or specific plans. It would not have the governmental power to acquire property, close streets, or any other governmental functions currently held by the City of Del Mar. Its sole objective would be to administer the ultimate specific plan by proposing projects, negotiating projects and scheduling and proposing methods to implement the plans which have been approved by the City Council.

The Staff

The Steering Committee believes that the most important consideration in the success of the Commission is the employment of a professional staff or consultants. The Committee proposes that the Commission be staffed with employees or consultants with a high degree of expertise in real estate, municipal planning and development. In the absence of such a professional staff, the Commission would be unable to prepare, to influence the adoption, or promote the implementation of any plans.

It is anticipated that the scope of the project would require one person who is very experienced in the field of development, redevelopment and coordinating between the public and private sector development (executive director), one secretary and perhaps one person to perform drafting tasks. The Executive Director may not need to be a full-time staff person. Many consultants with a high degree of expertise are available who would perhaps perform the functions more efficiently and with a higher degree of expertise than available full time employees.

Financing The Commission

For such a commission to work effectively in cooperation with the City, it is necessary that it be properly financed. Such an organization cannot exist without specific financial commitments made by the City prior to its organization. Without an appropriate budget, it will not be an effective commission and will be essentially powerless in influencing the adoption or promoting the implementation of a plan.

Although it is difficult to predict the proceeds of ad valorem taxes in the planning area, the Committee would recommend that upon organizing such a Commission, the City commit itself by ordinance and in the Bylaws of the Commission to fund the organization in a specific way. The Steering Committee would propose that the Commission be responsible for the development of a specific plan with given boundaries in Del Mar. Upon the creation of the Commission, the Del Mar tax base within the determined boundaries would be frozen and all proceeds of ad valorem sales and taxes imposed by the City which are in excess of existing proceeds on the date upon which the tax base was frozen, would be established as an operating fund for the Commission.

This financing proposal would, in essence, make the Commission the beneficiary of all increases in ad valorem sales and taxes received from the designated area as a result of increases in value, new development, change in ownership and all the

other factors which increase such proceeds. It would motivate the Commission to implement the plan by producing tangible results. In the Steering Committee's opinion, it would not cause overdevelopment because of the restraints placed on the Commission by the plan itself and by the political process which each new development would be required to undergo.

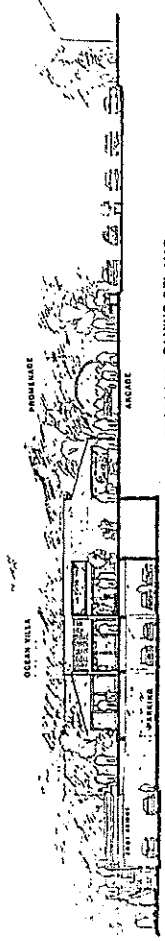
A preliminary review of existing revenue productions, a projection of revenues in the future and the projected needs of the corporation indicates that this method of financing the corporation would create new revenues to the City which would be sufficient to enable the corporation to function as proposed without depriving the City of any existing tax revenues for ongoing functions and projects. There are also potential fiscal advantages of negotiating with private parties to include public benefits in proposed projects and raising private funds to cover staff expenses and costs of precise planning. It may, however, require that the City provide front end financial commitments which would be recouped by the City many times as the plan is implemented.

Conclusion

All too often Del Mar planners see plans only after private parties have developed them to their final implementation. Our only avenue for change then is to react negatively to the elements we dislike. This alternative approach would enable the City to initiate discussions and collaboration with private parties early on so that Del Mar's interests and priorities are already reflected in plans when they are presented for formal review. We believe such a process would reduce some of the conflict that surrounds our planning processes and produce more plans that are compatible with Del Mar's goals.

APPENDIX 1

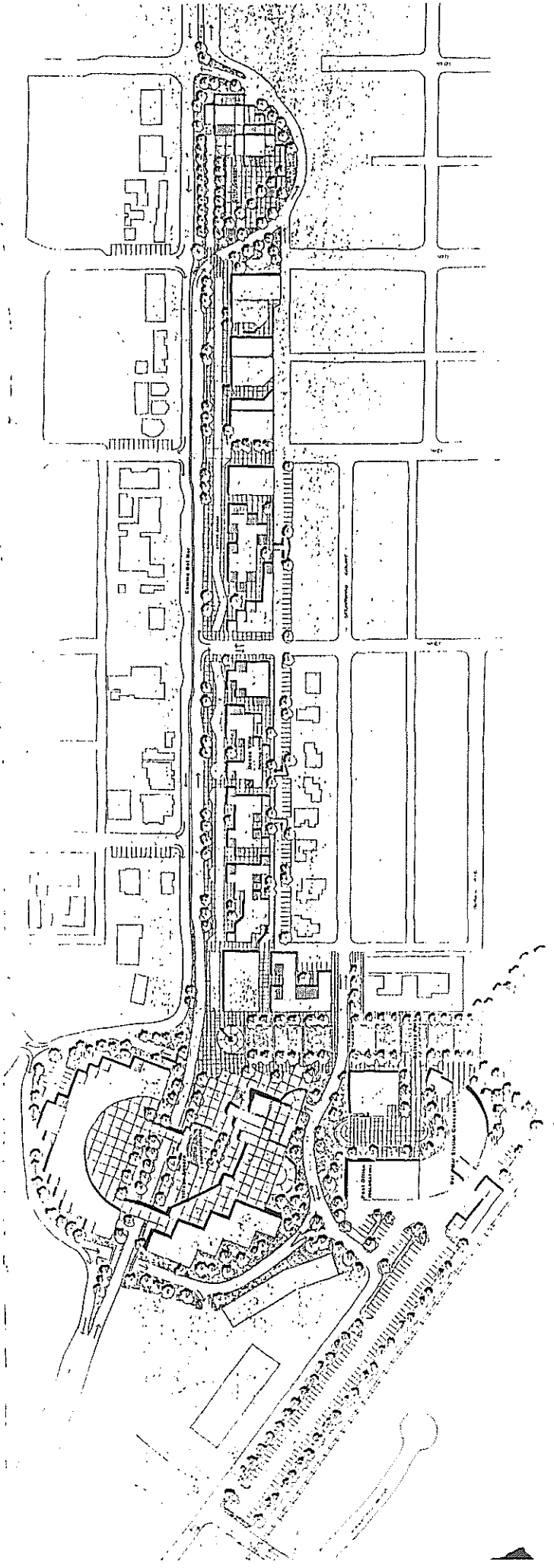
Winning Entries – Del Mar 2000 Design Competition



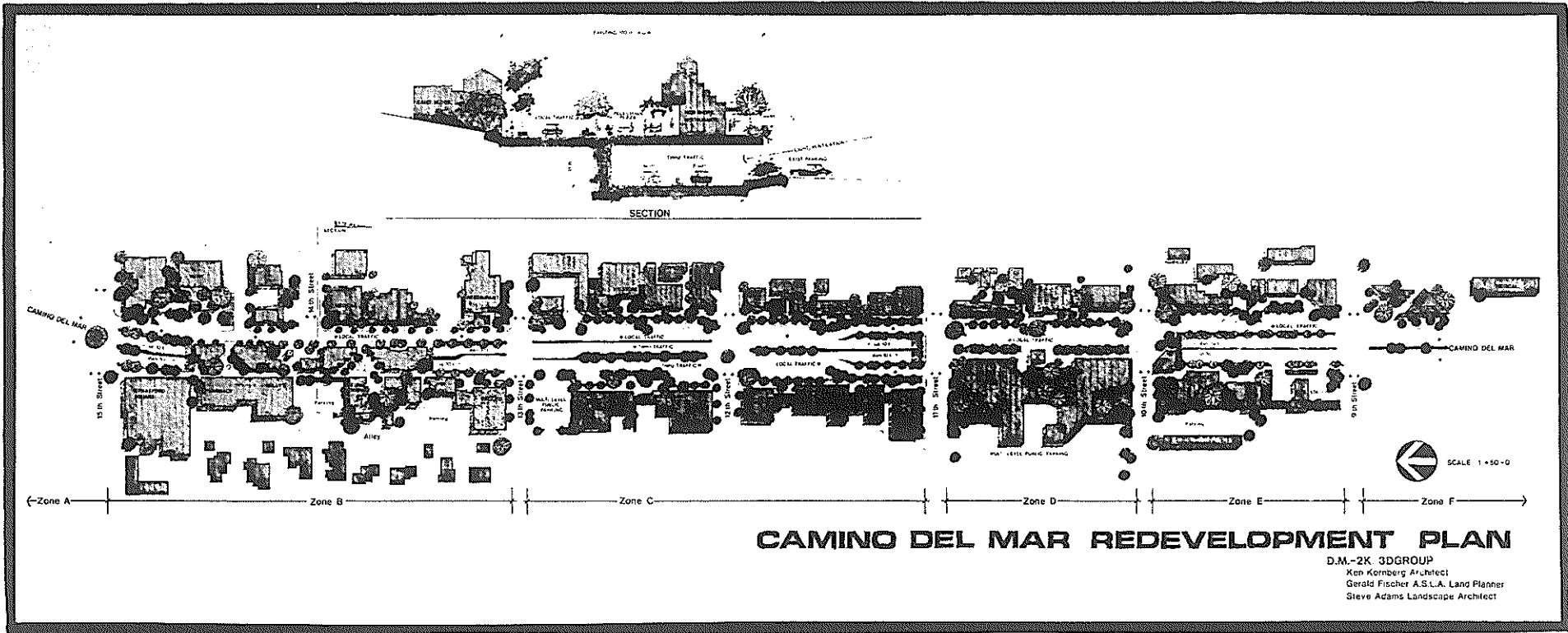
PROPOSED CAMINO DEL MAR



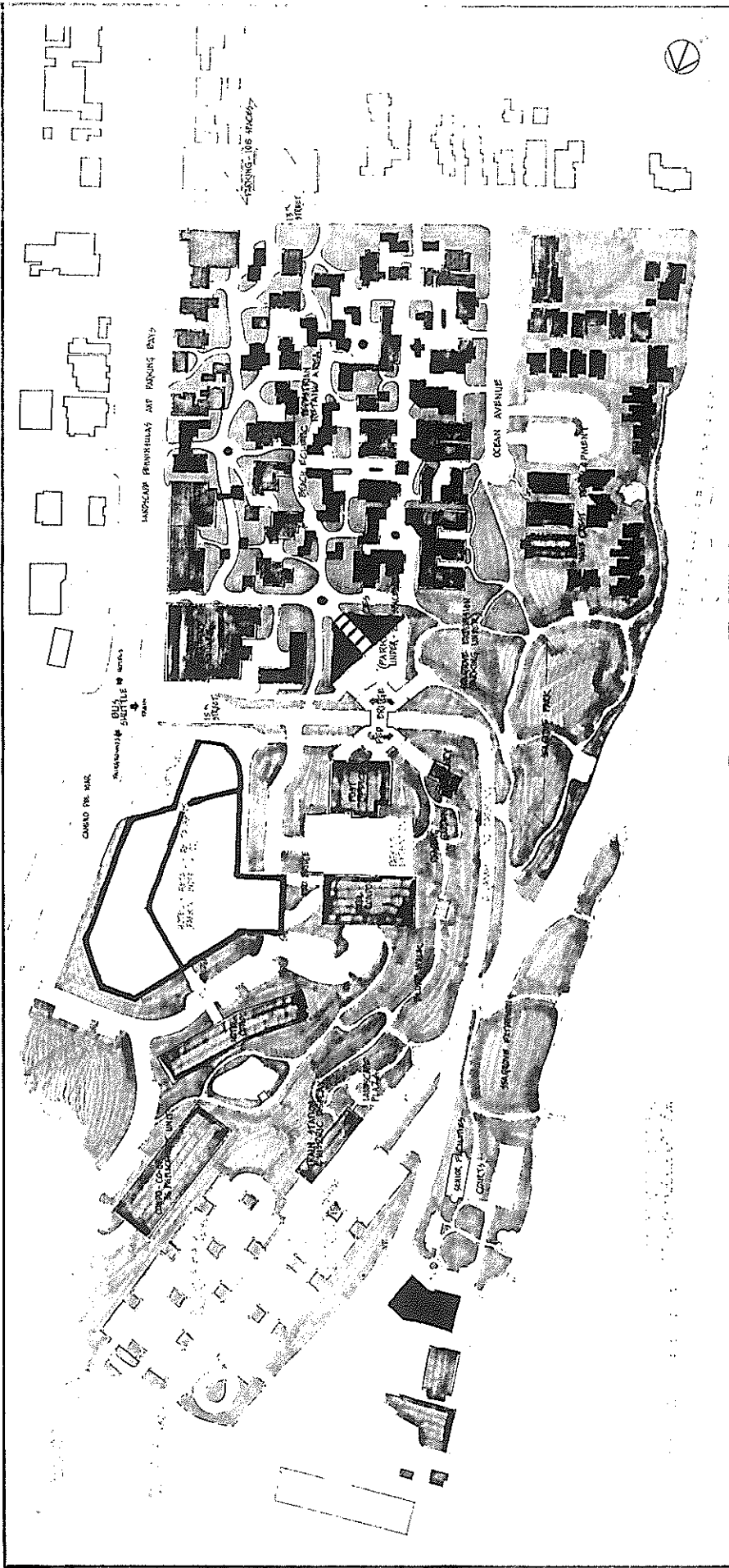
EXISTING CAMINO DEL MAR



DESIGNER - Chivay Hsu



DESIGNERS
- Ken Kornberg Architect
- Gerald Fischer A.S.L.A. Land Planner
- Steve Adams Landscape Architect



CITY PLANNING DEPT. DESIGN TEAM

- Bill Healy

- Kevin Canning

- Dan Rehm

CREDITS

THE JERDE PARTNERSHIP, INC.
363 Fifth Avenue, Suite 200
San Diego, California 92101
619/235-0012

The report was prepared by the Jerde Partnership for the
Del Mar 2000 Steering Committee

DESIGN TEAM:

Scott Aishton - General Manager, San Diego Office

Frank Wolden - Project Urban Designer

John Gish - Design and Illustration

** Curtis Johnson - Planning Research and Graphics

Karen Grooms - Clerical and Project Support

** Consultant to the Jerde Partnership, Inc.
(Lawrence Reed Moline, Ltd., Landscape Architects)