

*(Proposed) The Village of the future is a lively, vital, pedestrian-oriented center of the community.*



Goal 4 – Community Development Element of the Del Mar Community Plan (1976)

*“Focus major retail and office activity into an economically viable, pedestrian oriented, and attractive area that serves the needs of both residents and visitors and is well integrated into the residential fabric of the Community.”*

# Del Mar Village Specific Plan

On August 6, 2012 the City Council introduced Ordinance 869 approving an application for a Specific Plan, Application SP-12-01, entitled the Del Mar Village Specific Plan, and adopted the necessary resolutions adding the Del Mar Village Specific Plan as a ballot measure to the November 6th election.

For additional information and the complete Village Specific Plan and Program Environmental Impact Report, please visit the City’s Website: [www.delmar.ca.us](http://www.delmar.ca.us) or call (858) 755-9313



## Introduction

While many new communities try hard to invent a charming village out of raw land, Del Mar’s Village has existed since the City’s inception. The Village Specific Plan defines the strategies to enhance Del Mar’s seaside village atmosphere while creating a pedestrian-oriented Village and revitalizing the city’s commercial core. The Specific Plan consists of strategies to protect the community resources and village atmosphere and improve the main street to attract new businesses.

## Vision of the Village

The Village’s most enduring traits are its small-town atmosphere and eclectic mix of architectural styles. However, over the years, traffic congestion has impacted the small town feel. Parking is hard to find and the environment is not inviting to pedestrians or cyclists. These conditions will make it difficult for the Village to be competitive with other nearby developments and be financially viable in the longer term. Yet the vision has remained consistent since the 1976 Community Plan: *“Focus major retail and office activity into an economically viable, pedestrian-oriented, and attractive area that serves the needs of both residents and visitors and is well integrated into the residential fabric of the community.”* The Village Specific Plan provides the program to implement the goals and policies adopted years ago and to fully realize this vision in the forthcoming decades.

## Community Resources

The Village Specific Plan enhances, protects and maintains resources such as historic buildings and those with architectural character, open spaces, trees, public views, and sustainable development. Neighborhood protections include safeguards from overflow traffic, spillover parking, view blockage and privacy impacts. There are many community benefits that will be derived from the implementation of this Specific Plan, including those that enhance the quality of life, improve the economic well-being of the community and lessen the impact on the environment.

Key community benefits include:

- 200+ additional public parking stalls and a citywide parking management plan to reduce neighborhood parking impacts.
- Additional capacity on Camino del Mar to reduce congestion and reduce the desire to divert onto neighborhood streets.
- Increased traffic and pedestrian safety.



*(Proposed) Roundabouts replace stop signs relieving congestion and increasing traffic capacity.*

- Wider sidewalks that facilitate landscaping, sidewalk cafés and other desired pedestrian-oriented improvements.
- Additional revenue from business properties for public programs and city services.
- Reduced water and air pollution with drainage and traffic improvements along Camino del Mar.

## Mobility

An important component to village revitalization is how Camino del Mar can be reinvented as a “main street,” one that does not let the automobile dominate at the expense of the pedestrian or cyclist’s safety. Yet, Camino del Mar is the principle route through the City, serving both local and through traffic. The Specific Plan restructures the congestion-causing, four-way stop intersections as roundabouts to encourage slow, steady traffic flow and make it safer for pedestrians and cyclists with wider sidewalks, shorter and safer crossings, more parking and wider bicycle lanes. Roundabouts are a proven solution cited by the Insurance Institute for Highway Safety to reduce injury accidents and improve traffic flow, thus reducing vehicle delays, fuel consumption and air pollution.

Key strategies in the Mobility Chapter include:

- Replacing four-way stops and signals with roundabouts at 9<sup>th</sup>, 11<sup>th</sup>, and 13<sup>th</sup> Streets. The existing four-way stop signs result in traffic congestion, noise, and excessive emissions. Studies have shown that roundabouts will increase the amount of traffic that can travel along Camino del Mar by creating a slower, more consistent speed for cars, instead of the “stop and go” that currently exists today. The increased traffic capacity allows the community to free up roadway area for wider sidewalks, more parking, plazas, sidewalk cafés, landscaping, lighting, and wider bike lanes.
- Providing additional on-street parking stalls with adequate room to back up without interrupting travel lanes.
- Widening bicycle lanes and increasing bicycle parking.
- Providing for transit stops, delivery areas and provisions for emergency responders and disabled access.



*(Existing) Camino del Mar stop signs cause congestion and backup.*

## Private Development

Del Mar's Village is primarily commercial properties. While some properties have invested in upkeep and rejuvenation over the years, many others lack the incentive to change. This environment results in buildings that do not contribute their fair share of parking, have ongoing deterioration, are not sustainable, or don't reflect the vitality and quality of Del Mar's residential neighborhoods. The Village Specific Plan incentivizes higher quality buildings, community-oriented retail and the inclusion of affordable housing to meet the State mandate.



\*Development shown for illustrative purposes only and not indicative of any development proposals.

Key strategies in the Private Development and Land Use and Development Standards Chapters include:

- Creating a mixed-use zone for the Village that allows commercial, office, lodging, parking and multifamily residential units that encourages a diverse and sustainable downtown.
- Limiting new development to no more than 220,733 square feet including up to 110 new residential units, which will encourage more viable redevelopment and reinvestments that improve downtown.
- Establishing thresholds to set interim reviews at 75,000 square foot intervals to provide checks and balances.
- Setting a limit on any building's total area so that it may not be greater than 100% of the total lot area (a 1.0 FAR or Floor Area Ratio) to regulate bulk and mass of buildings.
- Matching the allowed height limit of buildings on the east side, limiting buildings to be up to 26 feet tall on both east and west sides of Camino del Mar, with incentives and protections for public and private views.
- Strengthening the Design Review process that protects the community's small scale, views and the Village atmosphere.
- Setting the framework of the maximum building envelope, including setbacks to expand public views; and height restrictions and setbacks to protect adjacent neighborhoods.
- Creating regulations that limit the location of outdoor dining to reduce noise intrusion; prohibit inappropriate uses; limit size of residential units; and set site design requirements.
- Providing incentives to produce affordable housing, additional public view corridors, publicly accessible plazas, sustainable buildings and public parking.

## Parking

A successful Village depends on the right amount of parking – too little parking and residents are impacted and customers are frustrated; too much and the seas of vacant asphalt erode the Village's charm. Older downtown buildings do not provide adequate parking, which results in neighborhood spillover.

The Village Specific Plan provides for the necessary parking by maintaining current standards in the Del Mar Municipal Code and offering an incentive to produce shared public parking that can serve the many overlapping uses. The Plan also provides for additional public parking along Camino del Mar and in a public parking structure, adds bicycle and motorcycle parking; and manages parking demand and use through a Parking Management Plan.

Key strategies in the Parking Chapter include:

- Providing for over 500 public parking stalls in the Village, a 60% increase over existing supply.
- Providing additional public parking in public parking lots or structure(s), including at the City Hall site and increasing the public parking along Camino del Mar.
- Adopting a "Park-Once" strategy that promotes an overall shared parking concept, and for those properties who elect to participate in the "Park-Once" shared parking strategy, allowing them to use a reduced parking ratio.
- Maintaining the Del Mar Municipal Code parking ratio for all properties that do not elect the "Park-Once" provisions.
- Committing to a Citywide Parking Management Plan to help reduce parking impacts from existing conditions.

## Public Financing Plan

The Village Specific Plan outlines a program for financing the public improvements that does not depend upon new residential assessments, taxes or residential fees. The public improvements will be financed with a combination of grant funding, financing and developer and regulatory fees. The exact mix of funding options will depend upon the sources available at the time that the public improvements are constructed with grant funding as the first priority. It is anticipated that the streetscape improvements to Camino del Mar will cost between \$4 and \$5 million dollars and that the parking structure will cost between \$5 and \$7 million.

The new development will also bring new municipal revenue. New development is estimated to generate about \$500,000 per year in new revenue at the build-out of the plan which can be used to help finance the public improvements and will benefit the community for years to come.

## Implementation

Implementation of the Specific Plan will occur over time and could take upwards of 20 to 30 years to realize. There are immediate term actions that would occur, including the Citywide Comprehensive Parking Management Plan and changes to the various codes; short term actions including the public improvements along Camino del Mar and public parking; and longer-term actions, including the continued revitalization of private properties. The Specific Plan also contains policies for amending and enforcing the regulations outlined in the Plan. This Village Specific Plan intends to satisfy the requirements of Measure B (DMMC Chapter 30.54), which calls for a Specific Plan for major projects in the downtown. An important component of the Plan is the various trigger points for periodic threshold reviews to address any unintended consequences. These give the community the confidence that changes can be made to prevent future impacts. Threshold reviews are established for overall development, housing units and height.

## Summary

This Village Specific Plan is an implementing program towards reaching the Del Mar Community Plan's goal of an economically viable, pedestrian-oriented and attractive downtown; serving both residents and visitors while being well integrated into the residential community. The public improvements can enhance the Village character and address the problems of traffic congestion, parking, public safety and environmental quality. The private property improvements can provide revenue for City programs and services, higher quality buildings, and more opportunities for community enhancing uses and a better shopping experience. As a result, the Village will evolve over time, maintaining its positive attributes, enhancing its desired characteristics, correcting its problems and sustaining the heart of the Del Mar community.



The vibrancy of the 15th Street area will continue throughout the entire Village corridor.



Wider sidewalks promote sidewalk cafes and pedestrian plazas; shorter crossings promote pedestrian safety.