

ATTACHMENT C

For City Council Report dated June 25, 2012

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1.1 INTRODUCTION

For decades, a key goal for the City of Del Mar has been to have a vibrant, economically productive downtown serving residential needs. This goal has been reflected in every important downtown planning document that the City has adopted, including the Del Mar Community Plan.

This Village Specific Plan is adopted for the systematic implementation' of the Del Mar Community Plan pursuant to the Specific Planning provisions of the California Planning and Zoning law beginning with California Government Code § 65450 through § 65457. As such, this Specific Plan includes standards, regulations, and guidelines for the development of private and public uses within the Specific Plan area and solutions to the challenges for accomplishing such development.

Along with regulations, the Village Specific Plan includes policies and objectives that serve to guide both applicants and decision-makers in both the private and public realms. It also includes regulatory land use and development standards intended to promote a pedestrian-oriented downtown. These policies and guidelines group retail services with facilities for civic and community activities, and maintain architectural design and low intensity scale and mass, in keeping with the traditional character of the Village.

~~Design Guidelines will be adopted in a separate document, and at that time appended to the Specific Plan. The Design Guidelines are intended to provide a common guidance both to private developers and to City staff and decision makers for the evaluation of view impacts, architectural design, building materials and colors, lighting and other design features that are not addressed in the development standards. These Design Guidelines are adopted and subject to revision through a separate approval process beginning with recommendations from the City's Design Review Board.~~

Once adopted, the Village Specific Plan's regulations for land use and development standards in both the private properties and public streets will define the standards and expectations for all future development in the Village.

~~This introductory Chapter describes the current Village Specific Plan project area. This Chapter includes a description of existing land uses and the relationship to the Del Mar Community Plan. This Chapter provides historic background information, addresses the purpose and intent of the Specific Plan and explains the document's organization. This Specific Plan anticipates that full implementation will occur over a 20- to 30-year period. During that time, changing circumstances and conditions may require amendment of this Specific Plan to reflect technological, economic and social change, including changes in the community's vision for the Village.~~

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1.1.1 Intent

The Village Specific Plan is intended to implement the goals of the Community Plan and stimulate the environmental and economic revitalization of Del Mar Village by fostering a vibrant, mixed use district that focuses retail and personal services at the pedestrian level and supporting office, residential and lodging uses. With the appropriate mix and location, these uses will “serve both residents and visitors in an attractive, economically viable, pedestrian-oriented district” – the goal identified in the Del Mar Community Plan. Private redevelopment activity will be encouraged by creating a continuous pedestrian sidewalk with enhanced pedestrian crossings along Camino del Mar; reconfiguring Camino del Mar from a four-lane arterial into a two lane collector with roundabouts and diagonal parking; requiring that retail building frontages be located adjacent to the sidewalk to reinforce the pedestrian activity; defining allowable building space and mass that expands floor area while preserving ocean views from adjacent residential areas; increasing the number and availability of public parking spaces; cleansing and reusing storm water runoff, and encouraging practices that promote a sustainable environment and economic vitality.

The plan fulfills the following objectives:

- Create a vibrant, pedestrian-oriented mixed-use village that conforms to the Goals, Objectives and Policies of the Community Plan.
- Develop a pedestrian mobility network which ties together the entire village area from 15th Street to 9th Street and reduces conflicts with automobiles.
- Promote commercial retail development that creates the greatest economic benefit to the community while ensuring compatibility with the Del Mar Village character.
- Increase the number of residential dwelling units by allowing buildings that mix retail and office uses with residential uses.
- Require architectural design that maintains the traditional eclectic village character of Del Mar.
- Maintain view corridors and public outdoor activity areas throughout the Village.
- Encourage retail, restaurant and professional service businesses which serve the needs of year-round residents.
- Develop cultural elements within the Village that promote and focus on Del Mar’s history, environment and residents’ accomplishments on the local, national and international scene.

1.1.2 Project Area

The City of Del Mar is located on the northern coast of San Diego County as shown in Figure I-1, Location Map. Del Mar is uniquely situated to afford residents, visitors and businesses with views and access to the scenic, cultural and recreational amenities of the coastline and the Pacific Ocean. Encompassing approximately 1.8 square miles or 1,152 acres, the City boundaries are defined by Via de la Valle and the City of Solana Beach to the north, Jimmy Durante Road, Crest Canyon, and the City of San Diego to the east, the Pacific Ocean on the west, and Torrey Pines State Park/Reserve and the City of San Diego to the south as shown in Figure I-2, City of Del Mar.

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The boundaries of the Village Specific Plan were selected to include the areas that are best suited for the type of private and public revitalization that will result in focusing retail, office, residential and cultural uses serving both residents and visitors into an attractive, economically viable, pedestrian-oriented Village. The surrounding residential, residential-commercial and professional commercial zones can be regulated with conventional zoning procedures without the specific planning attention needed in the Village.

The Village Specific Plan area generally follows a six block portion of Camino del Mar, between 9th Street on the south and the Plaza and Hotel Specific Plan areas on the north and includes the commercial properties facing 15th Street, west of Camino del Mar. This area is generally known as the Del Mar Village or Village Center. The area corresponds to the City's Central Commercial Zone, and the western and eastern boundaries follow the Central Commercial Zone boundary. Three sites in the Public Facilities Zones: City Hall site, Library site, and US Post Office site are included within the Specific Plan area. Three existing Specific Plans: Del Mar Hotel, Garden Del Mar and Del Mar Plaza Specific Plans are also included within the Specific Plan area. The Specific Plan also includes the two alleys on either side of and parallel to Camino del Mar that provide pedestrian and vehicular access to the uses fronting Camino del Mar between 15th and 12th Streets. ~~This area is generally known as the Del Mar Village or Village Center.~~ Two properties, in the Village Specific Plan the Stratford Building and Del Mar Library are also included in the City's Historic Preservation Overlay Zone District.

The boundaries of the Village Specific Plan area are shown in Figure I-3, Village Specific Plan Map and are described as follows: the northerly boundary is the northern property line of both the Hotel and Plaza Specific Plan areas and includes the US Post Office located on the north side of 15th Street adjacent to the Hotel Specific Plan; the westerly boundary is Stratford Court between 15th Street and Del Mar Lane, Del Mar Lane between Stratford Court and 12th Street and the rear property lines of parcels fronting the west side of Camino del Mar between 12th and 9th Streets, including the parcel without street frontage on the west side of Camino del Mar between 12th and 11th Streets; the easterly boundary is Maiden Lane between 15th and 12th Streets and the rear property lines of parcels fronting the east side of Camino del Mar between 12th and 9th Streets; and, the southerly boundary is 9th Street. In addition, the two parcels currently in the Central Commercial Zone that are contiguous to the corner parcels at the intersection of Camino del Mar and 9th Street that have frontage on the north side of 9th Street, as well as the two parcels currently in the Central Commercial Zone that are contiguous to the corner parcel at the southwest intersection of Camino del Mar and 10th Street that have frontage on the south side of 10th Street are included.

The Village Specific Plan covers nearly 33 acres, with approximately 20 acres in private ownership, approximately 2.6 acres in government ownership and approximately 10.3 acres of streets and alleys. More exact areas are shown in Table I.1, Acreage in the Village Specific Plan.

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Table I.1, Acreage in the Village Specific Plan**Parcels**

Privately owned parcels *	11.91 acres
City owned parcels	1.83 acres
U.S. Postal Service	.79 acres
Hotel Specific Plan	5.19 acres
Plaza Specific Plan*	2.18 acres
Garden Del Mar Specific Plan	.59 acres
Subtotal	22.49 acres

Streets and Alleys

Camino del Mar	6.66 acres
Side streets within plan (including 15 th St.)	2.83 acres
Alleys	.94 acres
Subtotal	10.33 acres
Total	32.82 acres

* A privately held parcel to the south of 15th Street (APN No. 300-030-82) is included in the total of the privately owned lots for the purpose of this calculation. It is currently regulated by the Plaza Specific Plan.

The existing land uses in the Village area are retail commercial; restaurant; personal service; lodging; professional, medical, real estate and financial office; civic and community services. The distribution of these uses is shown in Figure I-4, Existing Land Uses. There are currently two residential units in the Village.

I.2 LAND USE CONTEXT**I.2.1 Existing Land Uses**

The Village Specific Plan includes land uses regulated by the Central Commercial Zone and the Public Facility Zone. The Garden, Plaza and Hotel Specific Plans, as well as the Historic Preservation Overlay Zone further regulated some properties in the Central Commercial Zone. These zones, specific plans and overlay zone are shown in Figure I-5, Zoning Map and described below.

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Central Commercial Zone Land Uses

~~The Village Specific Plan includes land uses that were previously regulated by the Central Commercial Zone, Public Facility Zones and the Garden, the Plaza and Hotel Specific Plans. These zones and specific plans are shown in Figure I-5, Zoning Map.~~

The uses and parcels in this zone make up the large majority of properties within the Village Specific Plan. Several properties in this zone are also regulated by previously adopted specific plans or an overlay zone as described below. Three specific plan areas, described below, have been approved within the area of this Specific Plan prior to the approval of this Specific Plan. Upon the approval of the Village Specific Plan, these areas are expressly incorporated in and superseded by this Village Specific Plan.

Public Facilities Zone Land Uses

~~**Community Services**—These uses include existing civic and community service facilities, currently the City Hall and Annex, Del Mar TV Studio, Del Mar Community Connections, US Post Office, Del Mar Library and a small urban park.~~

Prior-Adopted Specific Plan Areas

~~Three specific plan areas, described below, have been approved within the area of this Specific Plan prior to the approval of this Specific Plan. Upon the approval of the Village Specific Plan, these areas are expressly incorporated in and superseded by this Village Specific Plan.~~

Plaza Specific Plan – Approved in 1984, the Del Mar Plaza consists of a variety of retail stores, restaurants and a small grocery store within a terraced multi-level structure. A large public viewing deck overlooking the Pacific Ocean is located on the top level and a two-level public parking facility is located below. No changes to the majority of the area regulated by the Plaza Specific Plan are proposed in the Village Specific Plan. However, a small portion located south of 15th Street that was not originally included in the development of the Del Mar Plaza project would be subject to the land use and development regulations of the Village Specific Plan.

Hotel Specific Plan - Approved in 1984, the L'Auberge Del Mar Resort and Spa was built on the site of the original, historic Stratford Inn that established Del Mar as a resort destination in 1909. In addition to the resort hotel, 12 time-share units are also included in the Specific Plan.

Garden Del Mar Specific Plan - The Garden Del Mar mixed use development was approved in 2008 for a vacant parcel at 10th Street and Camino del Mar. The approved project consisted-consists of retail uses and a plaza fronting Camino del Mar and condominium offices on multiple levels behind the retail uses. A two-level underground parking garage would provided both the required parking for the project and additional public parking. The project has not been built. The Village Specific Plan would allow minor modifications to the project as long as the modifications were in conformance with the Village Specific Plan and did not increase the environmental impacts disclosed in the Garden Del Mar EIR.

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Historic Preservation Overlay Zone - This overlay zone was created to protect the architectural and historic integrity of certain historically significant properties located within the City of Del Mar by providing for the architectural control of such properties, and by providing for flexible designation of permitted uses more befitting the economic viability of the historic structures occupying said properties than may otherwise exist under the permitted use provisions of the underlying zone.

Public Facilities Zone Land Uses

The uses and parcels in this zone are owned by governmental agencies and are used to provide a variety of services to the City or Del Mar and surrounding areas. These uses include existing civic and community service facilities, currently the City Hall and Annex, Del Mar TV Studio, Del Mar Community Connections, US Post Office, Del Mar Library and a small urban park.

1.2.2 Circulation and Public Signage

Circulation - Several transportation modes are accommodated on existing public streets and alleys within the Village. These include pedestrian, bicycle, motor vehicle and public transit.

- **Camino del Mar** - The principal circulation route through the Village, and connecting Del Mar to adjacent communities, is Camino del Mar. Originally designed and constructed as the inter-urban U.S. Highway 101, connecting Los Angeles and San Diego, Camino del Mar now serves as a four-lane regional collector route, providing vehicular and bicycle access along the coast and vehicular, bicycle and pedestrian access within the Village. Regional bus services also operate along Camino del Mar. Within the Village Plan area, pedestrian access along existing sidewalks within the public right-of-way is often obstructed or hampered by uneven pavement, irregular grades, discontinuous surfaces and other irregularities.
- **Local Streets & Alleys** - Local streets, providing pedestrian and vehicular access to adjacent residential neighborhoods cross Camino del Mar at regular intervals and are numbered from 9th Street to 15th Street. Two alleys provide service access to the rear of buildings fronting both sides of Camino del Mar between 15th and 12th Streets. Del Mar Lane is the alley parallel to Camino del Mar on the west and Maiden Lane is the alley parallel to Camino del Mar on the east. These alleys also provide minor pedestrian circulation and access to private parking spaces behind and/or below structures fronting Camino del Mar.

Parking - On-street public parking is provided along both sides of Camino del Mar from 15th to 11th Streets and along the east side from 11th to 10th Street. On-street parking is provided both parallel to travel lanes within the public right-of-way and diagonally to travel lanes partially within public right-of-way and partially on private property (Town and Country parking). Parallel parking is located between 15th and 13th Streets and Town and Country parking is located between 13th and 11th Streets.

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Public Signage – Within the Village, the City of Del Mar provides traffic and parking regulatory, directional, identity and informational signs along the right of way.

1.2.3 Adjacent Land Uses

Land uses adjacent to the Village Specific Plan area are regulated by different zone classifications as shown in Figure I-6, Adjacent Land Uses. The various uses allowed in these zones will affect and be affected by the uses regulated by the Specific Plan and therefore must be considered.

Professional Commercial Zone Land Uses

Professional Commercial Zone (PC). To the south of the Village Specific Plan Area, several buildings providing space for professional office uses in this zone along both sides of Camino del Mar immediately south of 9th Street.

Residential-Commercial Zone Land Uses

Residential-Commercial Zone (RC). To the west of the Village Specific Plan area between 15th and 13th Streets, a mix of residential and retail office activities are allowed in this zone. Commercial floor area in this zone is not allowed to exceed forty percent of the total floor area. The zone originally was intended to establish a transition area between the more intensive uses allowed in the Central Commercial Zone and the less intensive residential uses in the R2-High Density Residential Zone located farther to the west.

Residential Land Uses

~~RM-Central~~—Medium Density Mixed Residential - Central (RM Central). This zone is contiguous with the eastern boundary of the Specific Plan Area, except a small portion that abuts the Del Mar Plaza. Maiden Lane separates properties in this zone from the Village Specific Plan Area between 15th and 12th Streets. Between 12th and 9th Streets, this zone is contiguous with the Village Specific Plan Area.

~~R2~~—High Density Mixed Residential (R2). This zone lies along the western boundary of the Village Specific Plan Area except for that portion separated by the Residential Commercial Zone between 15th to 13th Streets. Between 13th and 12th, Del Mar Lane separates properties within this zone from the Specific Plan Area. Between 12th and 11th Streets, an informal alley and a paved private parcel currently used for parking separates the residential properties in this zone from the Specific Plan Area. Between 11th and 9th Streets, this zone and Village Specific Plan Area are contiguous. The 12 time-share units in the Hotel Specific Plan are in the R2 Zone.

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1.3 BACKGROUND

1.3.1 Development History

The Village of Del Mar is the central commercial and visitor district for the City of Del Mar. The Village extends along Camino del Mar from 15th Street on the north to 9th Street on the south. Within the Village area, Camino del Mar serves as Del Mar's 'Main Street'. The Village retains traces of Del Mar's historic beginning as a vacation destination and offers a variety of shops, restaurants and offices for residents and visitors.

Del Mar was founded following the completion of the California Southern Railroad in 1882, connecting San Diego to the South with San Bernardino to the North. In 1885, Jacob Taylor, a land-developer and Civil War veteran from New York, laid out and recorded the first subdivision map for "Del Mar" from 1st Street on the South to the present 22nd Street on the North, extending two miles along both sides of the railroad alignment at that time and extending one-half mile inland from the ocean. At the time, Taylor's vision for Del Mar was a residential and resort community, served by the railroad. Del Mar's first rail depot was built in 1886 on the corner of what is now 9th Street and Stratford Court by the Atchison, Topeka and Santa Fe Railroad, which acquired the assets of the California Southern Railroad out of bankruptcy. In the same year, Taylor completed construction of Del Mar's first hotel, the *Casa del Mar*, near the rail depot.

With the advent of the railroad and tourist accommodations, the town grew rapidly in its early years. But in 1890, fire consumed Taylor's hotel and Taylor's interests were soon diverted elsewhere. The town languished for twenty years until W.G. Kerckhoff, president of the vast empire of the South Coast Land Company, saw great potential for development of Del Mar as part of a long range plan for the entire San Diego coastal corridor. Kerckhoff, along with his general manager Ed Fletcher, and two other investors soon laid plans for development of a new 10-acre hotel and resort complex, "in a park-like setting," north of 15th Street, along the rail line. The plans included redesign of Taylor's original street grid pattern and small lots for the area to be occupied by the new expansive hotel and resort complex. In addition, to the East of the hotel complex, Kerckhoff and Fletcher re-designed Taylor's original subdivision plat to create large parcels and romantically named streets that follow the natural contour that remains today.

Kerckhoff's new hotel resort, named "the Stratford Inn," was completed in 1909. The hotel was a grand, half-timber and stucco building modeled after the Elizabethan village of Stratford-on-Avon in England. Both the architectural style of the hotel and its location on the north side of 15th Street influenced the commercial development that was to follow. The first commercial buildings in Del Mar were constructed along US Highway 101 (now Camino del Mar) close to 15th Street. A few of these historic buildings remain at the north end of the Village, including the first US Post Office in Del Mar (1414-1418 Camino del Mar), the Kockritz Building (Stratford Square) and the St. James Church (Del Mar Library).

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In the early years of the Stratford Inn, guests arrived primarily by train. Therefore, businesses located within comfortable walking distance from the hotel. But as train travel gave way to the auto, commercial development within the Village extended southward, along what became U.S. Highway 101, the main auto route connecting San Diego and Los Angeles. In the 1940's and 50's, auto service stations were prominent along the stretch of U.S. Highway 101 to the south of 14th Street.

Traffic along U.S. Highway 101 through the Del Mar Village continued to increase, causing problems for local residents. In the early 1950s, the California Department of Transportation proposed to replace U.S. 101 with a six-lane freeway, destroying much of the town's commercial area. The residents of Del Mar mobilized to oppose these plans and were successful in persuading the State Highway Commission to adopt an inland route, well east of Del Mar. Flushed with victory, the opposition organizers followed up with a successful incorporation drive which culminated in establishing the City of Del Mar on July 15, 1959. The Interstate 5 freeway was completed and opened in 1966. The State relinquished the U.S. 101 right of way to the new City of Del Mar, which promptly designated the street as Camino del Mar. The Stratford Inn was demolished in 1969, following a destructive fire, and was replaced by the L'Auberge Hotel and Spa in 1990.

Construction on the Del Mar Plaza was completed in 1989, replacing a 1960's era strip mall shopping center at the northeast corner of 15th Street and Camino del Mar with an "environmentally sensitive, community commercial core." In the ensuing years, all but one of the automotive service stations built to serve the heavy demands of U.S. 101 traffic from the late 1940's to the 1960's have been replaced by commercial buildings. As of 2012, all of the service stations sites had been removed, including the last one at the southeast corner of the Camino del Mar and 10th Street intersection. The Garden Del Mar Project Specific Plan has been approved for this site. The service station was removed but none of the other development approved for the property has yet taken place and the site remains vacant.

1.3.2 Planning Context

Del Mar Community Plan: The Del Mar Community Plan was adopted by popular vote in March 1976. In July 1985, The Community Development Element of the Community Plan was amended, among other purposes, to encourage small retail commercial uses over office uses in the Village center and retaining the pedestrian scale and village character of the community. The amendments further provided that physical character of the Village should include commercial businesses, a civic center, attractive walkways and landscaped areas, and a variety of commercially owned open spaces such as courtyards and landscaped areas. Permitted uses in the Village should include pedestrian oriented retail activities and a limited number of offices. The area along Camino del Mar south of 9th Street should be devoted to office and professional uses.

Within the Village, social interaction and pedestrian use are encouraged by providing sidewalk seating facilities and other innovative developments. Ocean views, trees and landscaping should be protected by limiting the massiveness and siting of new construction on some or all of the undeveloped lots west of

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Camino del Mar. Architectural solutions should strive for an informal feeling utilizing non-massive shapes, pitched roofs, preserving ocean views and an atmosphere of open space. The 1985 Amendment also called for adoption of a Village Center Specific Plan. As envisioned in 1985, the Village Center Specific Plan should provide for:

- Continuity of landscaping theme, street furniture, lighting, public signing, sidewalk pavers, and other design features as required to identify and enhance the village area;
- Methods to allow safe and convenient pedestrian crossings across Camino del Mar;
- Location of common satellite parking areas which will serve the downtown businesses;
- Land use allocations which will help to provide economic and functional vitality to the retail portion of the downtown district;
- Right-of-way improvement to enhance the appearance of the village and which assists in its identification as the village center;
- Coordination with the Plaza-Hotel Specific Plan;
- Special provisions for the use and development of public lands including the City Hall site and/or the Del Mar Shores school grounds;
- An economic analysis of the Specific Plan's recommendations; and
- A mechanism to implement all of the above provisions.

In addition, the 1985 Amendment called for the Village Center Specific Plan to assess the impediments of downtown revitalization, propose solutions, and take into account previous studies of the Village Center area.

In the years between the adoption of the Del Mar Community Plan and the initiation of the Village Specific Plan design process, several planning studies/plans were commissioned by the City in order to carry out the revitalization objectives of the Community Plan. As more fully described in Chapter II - The Village Vision, the Village Specific Plan takes into account a variety of planning reports completed prior to the amendment of the Community Development Plan in 1985, as well as the subsequent planning and economic studies that have been undertaken since 1985. These reports are listed below. See References-I for links to the reports below.

- Del Mar Community Plan (City of Del Mar - 1976)
- Del Mar 2000 (the Jerde Partnership, Inc. - 1982)
- Local Coastal Program – Land Use Plan (City of Del Mar - 1993) and Implementing Ordinances (City of Del Mar 2001)
- Camino del Mar Streetscape Plan (Andrew Spurlock Martin Poirier & Flores Consulting Group - 1996)
- Parking Master Plan Report - Village Center and North Beach Areas (Meyer, Mohaddes Associates, Inc. - 2000)
- Vision 2020 - Results of Long Range Planning (TLS Management Consulting - 2003)
- City of Del Mar: Downtown Village Revitalization Project (Cityworks - 2004)

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- Revitalization Plan for Del Mar Village (The Community Land Use and Economics [CLUE] Group - 2007)

I.4 CONSISTENCY WITH THE DEL MAR COMMUNITY PLAN

The Del Mar Community Plan sets forth a series of goals, objectives and policies for the attainment of the community's collective vision of the City. This Village Specific Plan should be used as a blueprint and tool for implementing the goals, policies and objectives of the Community Plan. The elements of this Specific Plan are designed to accomplish the following objectives from the Community Development Element of the Del Mar Community Plan:

- Encourage quality resident-oriented businesses which serve the cultural, social, recreational and material needs of the local community;
- Ensure that the downtown area is well integrated into the residential fabric of the community;
- Create a pedestrian-oriented downtown which groups retail services with facilities for civic and community activities;
- Maintain architectural design and low mass-intensity scale within the downtown area that is in keeping with the traditional village character of the community;
- Initiate a beautification program for the downtown area;
- Encourage the immediate development of a precise plan for the downtown area that includes Camino del Mar circulation, parking, architectural design, and walkways.

The process for adopting the Village Specific Plan will include an amendment to the Del Mar Community Development Element for the Community Plan to assign a Village Specific Plan (VSP) designation to the Land Use Map and to provide an accompanying description of the allowed uses. The Community Development Element will also be amended to indicate that the Village Specific Plan implements the Village Center Specific Plan.

I.5 SANDAG SMART GROWTH CONCEPT MAP DESIGNATION

In 2004, the San Diego Association of Governments (SANDAG) adopted the Regional Comprehensive Plan (RCP) for the San Diego region. The RCP provides a vision for the region based on smart growth and sustainability. A key implementation action of the RCP has been the development of a "Smart Growth Concept Map" illustrating the location of existing, planned, and potential smart growth areas (Figure I-7, Smart Growth Concept Map). The Smart Growth Concept Map is a regional planning tool that identifies locations that can support smart growth and transit. The Smart Growth Concept Map was recently updated to reflect the land use inputs of the adopted 2050 Regional Growth Forecast and the 2050 Regional Transportation Plan (RTP). The Concept Map contains almost 200 regional locations in seven smart growth categories identified in the RCP. The seven smart growth "place types" include: the Metropolitan Center, Urban Centers, Town Centers, Community Centers, Rural Villages, Mixed Use Transit Corridors, and Special Use Centers. Two Smart Growth Areas are identified on the current Concept Map within Del Mar's jurisdictional boundaries. One (DM-I) is designated as "Existing/Planned

Town Center” and is consistent with the boundaries of the Village Specific Plan area. A “Town Center” is characterized by the map as an area that is a suburban downtown with low to mid-rise residential, office and commercial buildings, and is served by corridor/regional transit lines. The Smart Growth Area (DM-2) is the Del Mar Fairgrounds, which is designated as a “Special Use Center.”

1.6 PUBLIC OUTREACH AND INPUT

This Specific Plan is the culmination of over thirty years of public outreach, input and study regarding the community’s desired future for the Village. With the adoption of the Community Plan in 1976, Del Mar citizens expressed their goals and objectives for the City, many of which related directly to the Village. Many planning studies related to the downtown, most with their own extensive public input programs and citizen advisory committees, have been completed since the adoption of the Community Plan (see Reference-1 for links for reference to the prior planning documents).

In anticipation of this Specific Plan, public participation and input was gained through a series of “community conversations” or neighborhood meetings, community meetings and City Council workshops in three phases. The full outreach program is summarized in Appendix A. The Community Input Phase, or first phase, was initiated with a series of five Community Conversations located in different geographic areas of the City to gather input on earlier recommendations and solicit opinions about Village revitalization. During each of the conversations, attendees discussed the relevant goals from the Community Plan, and provided input on land uses, the Camino del Mar right-of-way, the pedestrian areas, and parking. After considering the opinions of interested community members, the City Council determined that a Specific Plan was the appropriate regulatory document to implement Community Conversation direction. This Specific Plan would also fulfill the recommendation to prepare a Village Center Specific Plan in the 1985 Community Development Element of the Community Plan.

The second phase of community input, Community Review, utilized a televised and web-streamed workshop, a survey and a two-day open house to discuss alternative development standards and alternative means to address the issues raised in the Community Conversations. Property owners, residents, and business owners were all invited, plus the open house was held at the site of the Farmer’s Market, attracting a number of walk-in visitors. The workshop, survey and open houses generated responses from approximately 5% of the residents. After considering the preferences of interested community members, the City Council determined the appropriate project for both Environmental Impact analysis according to the California Environmental Quality Act (CEQA) and the project for development in the Specific Plan.

Community review continued throughout the formulation of the draft plan with specific workshops at City Council meetings discussing the Camino del Mar streetscape, Building Areas, Public Finance, Implementation and Parking. At these public meetings, the community could express their desires and concerns as the draft plan was formulated, and City Council provided direction on the development of the Draft plan.

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Following the release of the dDraft Village Specific Plan, the City of Del Mar received 70 formal comment letters during the Public Review period of the Ddraft Village Specific Plan and associate draft PEIR. These comment letters are included in the Final PEIR as well as the Appendices of the Village Specific Plan. In addition, outreach meetings were held with property owners, business owners and residents, and discussions were conducted with various community organizations in Del Mar, including the business community and service organizations. During the draft review period alone, over 30 workshops were held, including 16 neighborhood workshops that were attended by over 200 residents. City staff also conducted four Question and Answer sessions to clarify community comments on the Draft Plan during this review period. During this review period, City Council members and staff hosted a booth at the local Farmers Market for 12 consecutive weeks to hear community comments and answer questions.

Community comments were extremely important in shaping the final Village Specific Plan and PEIR. City Council reviewed the comments during four City Council meetings and provided specific direction to staff for revisions and modifications. Community input formulated the Specific Plan direction by providing insight into the existing conditions from first-hand experiences; by sharing community preference for alternatives under consideration; and by shaping, reinforcing or modifying the recommendations, strategies and approaches discussed herein.

1.7 ORGANIZATION OF THE SPECIFIC PLAN

The Village Specific Plan presents background information, policy direction and land use and development regulations for the Village. The Specific Plan is organized into Chapters, ~~and~~ Appendices and References as described below:

Chapter I: Introduction - This Chapter provides an overview of the Village Specific Plan, including the purpose and intent of the Plan, the characteristics of the existing land uses both within and adjacent to the Plan area, historic background information, public outreach activities, how the Plan is organized and the relationship of the Specific Plan to the Del Mar Municipal Code.

Chapter II: ~~The~~ Vision of the Village - This Chapter provides the overall vision and the policy foundation that this Specific Plan will implement. It introduces the targets that the Specific Plan is intended to achieve, which become the metrics, or measures of success in Chapter X Implementation. This Chapter also describes the planning factors and metrics related to the development and implementation of the Village Specific Plan.

Chapter III: Protection of Community Resources - This Chapter addresses the many community resources within the Village and the measures to protect, enhance and further develop those resources for community benefit. It includes discussions and strategies for Historical Resources and Architectural Character, Tree Protection, Environmental Protections, Sustainability, Open Spaces, Views and Residential Neighborhood Protection.

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Chapter IV: Mobility - This Chapter addresses the various modes of circulation within the Village, including pedestrian, automobile, bicycle and transit. It discusses the existing conditions in the public right-of-way, roadway design alternatives and the implementation strategies for improving circulation that would be implemented through the Village Specific Plan.

Chapter V: ~~The~~ Private Development Parcels - This Chapter addresses the land uses and parameters for development on private parcels within the Village. It discusses the existing mixture of uses and the relationship of uses relative to the public realm. This Chapter also discusses the actions involving development on the private parcels to create a strong relationship with the public space, incentivize revitalization and realize exceptional public benefits for the City of Del Mar.

Chapter VI: Allowed Uses and Development Standards - This Chapter identifies allowed uses and development standards for private parcels in the Village. This Chapter is structured in the same manner as the Del Mar Municipal Code.

Chapter VII: Parking - This Chapter summarizes the parking strategies for the Village in order to maximize efficiencies and increase availability of parking.

Chapter VIII: Infrastructure and Municipal Services - This Chapter summarizes the public utilities, infrastructure and municipal services that exist or are planned for the Village. Utilities include the storm and surface water drain system, the wastewater system, water supply, solid waste disposal, electricity, and communication services. Municipal services include emergency responders, police and fire protection.

Chapter IX: Public Financing – This Chapter presents the anticipated funding options for public improvements.

Chapter X: Implementation - This Chapter outlines the anticipated actions that are recommended for the successful implementation of Del Mar Village. The public and private responsibilities are described. Metrics for the strategies are outlined and milestones to assess progress are identified. Both quantifiable (measurable) and qualitative (perceptual) metrics are identified.

Chapter XI: Special Study Areas – This Chapter summarizes the three special study areas, ~~or~~ and Public Facilities, within the Plan and their relationship to the Village Specific Plan. These include the Civic Center site, the Del Mar Library, and the U.S. Post Office site.

Chapter XII: Adoption, Amendment, Enforcement and Implementation of Measure B – This Chapter describes the process for review and approval of the Village Specific Plan and for amendments to the Specific Plan. It also describes its relationship with Measure B (DMMC Chapter 30.54).

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Appendices - The appendices provide additional detailed information regarding the Village Specific Plan, including definitions of terms used in this Specific Plan.

References - Links to the various documents referenced in the Village Specific Plan and the section of the California Government Code authorizing Specific Plans are included following the Appendices.

1.8 RELATIONSHIP OF THE VILLAGE SPECIFIC PLAN TO THE DEL MAR MUNICIPAL CODE

The Village Specific Plan conforms with and implements the Del Mar Community Plan. It is a legislative document that includes a new set of zoning standards for the area that, in concert with other remaining portions of the Municipal Code, will be applied to new and redevelopment projects. Where there is a conflict between the provisions of the Village Specific Plan and other sections of the Del Mar Municipal Code, the provisions of the Village Specific Plan shall prevail.

1.9 AUTHORITY

The Del Mar Village Specific Plan is established under authority granted to the City of Del Mar by California Government Code, Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457 (Specific Plans). (See References-2)

Under California law, Specific Plans may be adopted either by ordinance or by resolution. This option allows local jurisdictions to determine if the specific plan is intended as a policy statement (if adopted by resolution) or a regulatory document, having the effect of law (if adopted by ordinance). The City of Del Mar intends this Del Mar Village Specific Plan to have regulatory effect, and therefore this Specific Plan shall become effective upon its adoption by ordinance. Once adopted, in the event of conflicts between the provisions and definitions of this Specific Plan with those of any other laws or ordinances of the City of Del Mar, the provisions and definitions of this Specific Plan shall prevail over such other provisions of said laws and ordinances.

Consistent with the statutory requirements for a Specific Plan in Section 65451, this document addresses:

- 1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
- 2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.

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- 3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
- 4) A program of implementation measures including regulations, programs, public improvement projects, and financing measures necessary to carry out paragraphs 1), 2), and 3).
- 5) ~~The specific plan shall include a~~ statement of the relationship of the specific plan to the general plan.

The Development Standards contained in this Specific Plan will supplement or replace those of the City of Del Mar's Municipal Code (DMMC). Any use or development standards not specifically covered herein shall be subject to the regulations, standards and specifications of the DMMC. The Design Guidelines adopted pursuant to this Specific Plan will be incorporated by reference as an appendix hereto.

1.10 APPLICABILITY

As used in this Del Mar Village Specific Plan, the terms "shall" means mandatory or required; "should" means recommended or desired; and "may" means optional.

- The provisions of this Village Specific Plan shall apply to all private properties, parcels under City of Del Mar ownership, and all portions of City rights-of-way within the area designated by this Specific Plan unless as otherwise noted.
- When stated, numerical metrics take precedence over graphic metrics.

1.11 NEW CONSTRUCTION

The policies contained within this section shall apply to new construction, additions or modifications to existing development, and to new uses proposed for existing facilities, with the following exemptions:

- Remodeling of interior space which does not increase building square footage, the number of hotel guest rooms, or the number or type of dwelling units. However, this exception shall not apply if such interior remodels affect the exterior appearance of the structure or cause windows to be removed.
- Maintenance and repairs to an existing building that are necessary to meet governmental safety regulations or to maintain good working order.

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1.1.1.1 Additions

When minor modifications are made to existing buildings that are not otherwise exempt, the regulations of this Village Specific Plan shall apply only to the modification area. Major modifications to buildings with structural nonconformities shall be subject to the abatement requirements applicable to major remodeling projects where the value of the improvement to the building is more than 50% of the value of the existing building, as defined and regulated in the Chapter 30.76 of the Del Mar Municipal Code. When modifications are made to existing development, those aspects being modified must be brought into conformance with Village Specific Plan requirements. Existing buildings and uses that are not being altered, modified or replaced may remain as legal nonconformities, save for any proceedings regarding nuisance or abatement. Additions or modifications to existing development that increase or expand nonconforming conditions or uses shall not be permitted, except for normal and routine maintenance and repair.

1.1.1.2 Right of Continued Use

Nothing contained in this Specific Plan shall require any change to an existing building or use that was lawfully established prior to the effective date of this Specific Plan. A change in title to property or a change of tenant that is subject to a pre-existing lease, provided that such change does not extend or expand a prior existing non-conforming use and requires no modification or alteration to the building or structure.

1.1.1.3 Nonconforming Condition

Any other nonconforming condition that is not addressed by the provisions of the Village Specific Plan, including the replacement of destroyed or damaged nonconforming structures, shall be governed by Chapter 30.76 of the Del Mar Municipal Code (DMMC).

1.1.1.4 State and Federal Agencies

The regulations of this Specific Plan shall not apply to State or federal agencies, except as through consent or operation of law. In cases where a state or federal agency's actions are deemed exempt, the City shall encourage such agencies to cooperate with the provisions of this Specific Plan.

1.1.1.5 Pipeline Projects

The provisions of this Specific Plan shall apply to all projects for development for which an application has not been approved prior to the effective date of this Specific Plan. In the event an application for development has been submitted to and accepted by the City of Del Mar as "complete" prior to the effective date of this Specific Plan, and a final determination by the City on said application has not been made as of the effective date, (referred to as a "pipeline project") the applicable reviewing body of the City shall make a preliminary determination whether the provisions of this Specific Plan, or the

regulations in effect at the time the application was accepted as complete, shall apply to the review and determination of the application. Such preliminary determination by the reviewing body shall be subject to provisions for appeal as provided in the Del Mar Municipal Code.

I.12 DEFINITIONS

Definitions of terms used in this Village Specific Plan can be found in Chapter VI.

I.13 SEVERABILITY

If any term, regulation, condition, program or any other provision of this Specific Plan, or any portion thereof, is held to be unconstitutional, inapplicable or invalid for any reason by a court or judicatory body of competent jurisdiction, that provision or portion shall be deemed to be separate, distinct and independent from the remaining portions of this Specific Plan. It is expressly intended that all such unconstitutional, inapplicable or invalid provisions are severable from the remaining provisions and the invalidity or inapplicability of any such severable provision shall not be deemed to affect the validity of the remaining portions.

I.14 LOCAL COASTAL PROGRAM

This Village Specific Plan is subject to the provisions of the California Coastal Act of 1976. Upon approval of this Village Specific Plan, the City shall file applications with the California Coastal Commission for two separate but related Local Coastal Program Amendments (LCPAs). One would apply the Village Specific Plan designation to the land use maps of the Local Coastal Program (LCP), along with a corresponding description of the allowed uses within the Village Specific Plan. The other LCPA would establish a set of standards for parking within the Village Specific Plan. These would be used in concert with the existing parking standards contained in the Del Mar Municipal Code. The LCPAs will not become effective unless and until certified by the Coastal Commission.

I.15 DESIGN GUIDELINES

Per City Council direction, Design Guidelines will be adopted in a separate document, and at that time appended to the Village Specific Plan. The Design Guidelines are intended to provide a common guidance both to private developers and to City staff and decision makers for the evaluation of view impacts, architectural design, building materials and colors, lighting and other design features that are not addressed in the development standards. These Design Guidelines are adopted and subject to revision through a separate City Council approval process beginning with recommendations from the City's Design Review Board and including community input.

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"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 Community Plan, Goal 4.

2.1 INTRODUCTION

A village is traditionally the center of the community's socio-economic activity. Development is consistent, more compact, and pedestrian-oriented rather than solely auto-oriented. The mix of uses is similar to those traditionally found in a downtown, but at a much smaller scale. A village center is the place for civic, commercial, and community uses. There is usually a unique character within a village center that is allowed to evolve over time to reflect a community's economic, social and cultural changes.

Del Mar's Village has maintained itself as the social and economic heart of the community. But it has undergone many changes, and will continue to adjust to changing economic, social, financial, and technological factors within the community, and changes in the surrounding region. When the community was first established, retail uses were clustered around the hotel. With the growth of automobile use in the post-war period, U.S. 101 transformed into a major thoroughfare between Los Angeles and San Diego. The Village became a waypoint for refueling and refreshing along the way. ~~More than a dozen service stations and automotive-related retail developed all along U.S. 101 within the Village.~~

Completion of Interstate 5 in 1968 brought further change. Greatly reduced vehicular traffic meant the loss of business for many service stations and auto-related retail uses in the Village. These businesses closed and new retail businesses were slow to move in. Office uses have predominated in recent years, and the number of restaurants catering mainly to visitors has increased. With continued growth in the surrounding region, traffic volumes have again risen along Camino del Mar. The mix of bicycle and vehicular traffic now includes commuter through-traffic seeking to avoid congestion along Interstate 5, high-volume traffic attending year-round events at the Del Mar Fairgrounds, visitors touring the coast, residents of neighboring communities headed for Del Mar's beaches and restaurants, and local residents circulating within the community.

All places evolve and change over time. Revitalization is an ongoing *process* to guide and improve the community's vitality and livability of this change. The Del Mar Community Plan recognizes this fact and sets forth broad goals and policies based upon a vision to guide the Village towards becoming more pedestrian-oriented and economically viable. Through this Specific Plan, the City of Del Mar sets forth policies, regulations and guidelines for implementing the long-delayed vision of the Community Plan. Owners of private property will have expanded opportunities to renew and redevelop, with greater confidence, reduced risk, and the expectation of reasonable economic returns. They will be encouraged to do so, but will proceed at their own pace, based upon market and investment conditions. Some may choose to revitalize immediately, others may maintain their current buildings. The public improvements anticipated in this Specific Plan will be scheduled and financed according to a Capital Improvement

Program adopted by the City. That Program will be financed through private and public investment. The process of revitalization through private and public cooperation and investment is never really finished. But an approved Specific Plan is a vital tool for assuring that this process moves forward as intended and in a manner consistent with the Community Plan. This Specific Plan is the first real step toward implementing Del Mar's vision for its future.

2.2 COMMUNITY PLAN GOALS

Throughout many years of studies, workshops, meetings and public input, the original goals and objectives of the 1976 Community Plan have held up as the framework of the community's "vision" for a revitalized Village. These same goals and objectives have been restated below, and articulate the "vision" of this Specific Plan.

GOAL:

"Minimize the impact of the automobile on the character of Del Mar and emphasize a more pedestrian-oriented environment, safer sidewalks, landscaped buffer zones and alternate means of transportation."

Objectives:

- Encourage a pedestrian-oriented, non-motorized community by developing a system of bicycle rights-of-way and pedestrian paths, and discouraging high-speed traffic along city streets.
- Facilitate the movement of traffic in a safe and uncongested manner consistent with a pedestrian-oriented community.
- Encourage alternate solutions to the transportation needs of Del Mar such as local transit and delivery systems and regional rapid transit.
- Reduce the level of noise created by major transportation routes in the community,
- Minimize air pollution by encouraging alternatives to the use of the automobile.
- Work to reduce transportation related sources of water pollution, particularly in stormwater runoff.

GOAL:

"Preserve and enhance Del Mar's special residential character and small town atmosphere with its harmonious blending of buildings and landscape in proximity to a beautiful shoreline."

Objectives:

- Ensure that future development, whether commercial or residential, does not detract from high quality vistas and terrain, either by blocking views or disturbing natural topography, mature trees, or native vegetation growth.
- Adopt strong positive controls to prevent future commercial development incompatible with the existing residential character of the community.

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- Preserve existing and ensure adequate housing for diverse age and socio-economic groups within the community.
- Encourage and facilitate provision of lower cost housing for low- and moderate-income households.
- Protect and enhance human scale, warmth, charm, interest, texture, and pedestrian involvement.

GOAL:

“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.”

Objectives:

- Encourage quality resident-oriented businesses which serve the cultural, social, recreational and material needs of the local community.
- Ensure that the downtown area is well integrated into the residential fabric of the community.
- Create a pedestrian-oriented downtown which clusters retail services with facilities for civic and community activities.
- Maintain architectural design and low mass-intensity scale within the downtown area that is in keeping with the traditional village character of the community.
- Initiate a beautification program for the downtown area.
- Encourage the immediate development of a precise plan for the downtown area that includes Camino del Mar circulation, parking, architectural design and walkways.

GOAL:

“Preserve the economic integrity of the community.”

Objectives:

- Promote those uses of the commercial area which will be of greatest economic benefit to the community while insuring compatibility with all other goals and objectives of the Community Plan.

During the Specific Plan process, community input further reinforced these Community Plan goals, recognizing that they were still germane 35 years later. Participants felt that these goals continued to articulate the desired characteristics of Del Mar’s Village. Despite their relevance, the community found that little had been done to implement these goals and bring these objectives to fruition. The direction of the Specific Plan, therefore, became one that developed a program to implement these goals and refine the image.

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2.3 THE NEED FOR REVITALIZATION

Previous studies and work efforts identified a variety of reasons for necessitating revitalization, including economic factors (Revitalization Plan for Del Mar Village, CLUE Group 2007), design factors (Downtown Village Revitalization, Project Memo, CityWorks 2004) and planning factors (Form Based Code Committee, 2010). Many of these factors remain current today and establish the background to this Specific Plan direction.

Goal 4 of the Community Plan is directed at the Village: “*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.*” By addressing each of these components, the need for revitalization can be succinctly summarized:

Focus retail and office activity into an economically viable area: Currently retail is concentrated at the north end of the Village and personal services dominate the southern end. While offices are interspersed throughout the village, they are currently the dominant land use. The street’s attractiveness to pedestrians declines when offices go dark in the evening, as few retail establishments exist south of 14th Street. Vacancies have been increasing, and many shops have converted to personal services. Restaurants have been the strongest performers in the recent economic conditions; however, they are challenged with limited foot traffic and the lack of a critical mass of customers.

Pedestrian oriented: Perhaps the area that has the greatest need for improvement is the pedestrian environs. Sidewalks are often discontinuous, and in certain cases, non-existent. Driveway-cuts cross the sidewalks, creating conflict points, and the crossing of Camino del Mar is exceptionally long. Buildings are often set back from the sidewalk and do not contribute to the pedestrian experience. Parking interrupts the sidewalks in many locations. Congestion and speeds along Camino del Mar effect the pedestrian areas, and create impacts on air quality, noise and visual quality.

Attractive area: The attractiveness of the Village is mixed and inconsistent. Character buildings lend an established feel to the community with solid materials in keeping with the Del Mar tradition. Mature trees are interspersed throughout the Village. Other areas are less attractive, where maintenance and design are not to the same standards. Surface parking areas and the vehicular street dominate the visual frame and do not lend to the attractiveness.

Serves the needs of residents: Some residents use the Village regularly. O; others rarely use it because of a lack of desirable retail or restaurants. Residents recognize that the Village will not compete with nearby shopping centers for many of the chain retail needs; however, there is the opportunity to increase the unique and one-of-a-kind stores and dining establishments that would cater to residents and visitors alike.

Serves the needs of visitors: Visitors utilize the restaurants and retail establishments when available, but often do not walk far from their hotel. With few retail establishments open during the evening hours,

the Village offers limited destinations. Dark storefronts and inconsistent sidewalks do not invite exploration.

Well integrated into residential fabric of the community: Portions of the Village are well integrated, e.g., where ~~Del Mar~~ Maiden Lanes provides separation; however, parking and traffic spillover into the residential neighborhoods have caused impacts.

2.4 CONSTRAINTS TO REVITALIZATION

There are many constraints to revitalization, including financial, market conditions, and those that are regulatory in nature. Many of these disincentives are not in the control of the City of Del Mar. While a range of constraints is identified, regulatory and public improvement constraints that are within the purview of the City are discussed in more detail and illustrated in Figure 11-1.

Market and Financial Constraints: The market constraints to revitalization include competition from nearby retail centers, high land costs and high rental rates in Del Mar, as well as high costs for construction. Financial constraints include the personal circumstances of the owners, the cost and availability of financing, carrying costs, and the particular conditions of the buildings with regard to age, ownership, code compliance, and need for upgrades. While these are real and recognized impediments, the City of Del Mar has little or no ability to influence these conditions.

Regulatory Constraints: Currently, several regulatory provisions deter property owners and others from reinvesting in their properties and businesses within the Village. These planning factors include:

- Existing regulations limit Village building area to 45% of the lot size. This restriction deters owners from renewing or redeveloping their property because the economic returns often cannot justify the costs and risks. This ratio is far lower than nearby communities, which equal or exceed 1.0 with 40% of the properties exceeding this ratio currently, there is little to no incentive to redevelop.
- Existing planning and zoning regulations do not allow for residential-commercial mixed-use development, which is an important source of housing and which would be located close to services, retail and transit. Residential mixed use has also been shown to reduce overall traffic and parking demand as well as provide more customer base for retail.
- Existing planning and zoning regulations contain off-street parking requirements that are not consistent with Smart Growth standards or shared use, in particular for residential-commercial mixed use and restaurant use.
- The Downtown Overlay Zone Initiative (Measure B) requires the adoption of a voter-approved specific plan for any new development or redevelopment consisting of ~~44,000~~ 11,500 square feet

or more; or involving a parcel(s) in excess of 25,000 square feet in area. While not all of the parcels fall into this category, a few larger parcels would qualify.

- ~~Retail~~ A critical mass for retail is not supported and the design of existing ground floor spaces is not conducive to retail. With restrictions on development, the incentive is not there to provide competitive retail environments.

Public Improvement Constraints: Several factors within the public right-of-way (public improvements and public spaces) also inhibit accomplishment of the Community Plan goals and objectives, including economic vitality. These inhibiting factors include:

- The public sidewalks and landscaped areas are poorly designed and maintained to promote a pedestrian-friendly environment, especially south of 13th Street. The sidewalks are inconsistent and have gaps in continuity; ~~the sidewalks and~~ are frequently interrupted by curb cuts and surface parking lots. Many sidewalks are too narrow and pedestrians are forced to cross wide travel lanes without adequate ~~refuges~~ respites.
- Mobility is hindered; auto traffic is congested; and current traffic volumes exceed the carrying capacity of Camino del Mar. Bicycle activity often conflicts with vehicular traffic; public transit experiences long headways, and are underutilized.
- Both public and private parking availability is not optimized and inconveniently located.
- A lack of public open spaces contributes to an uninteresting and unfriendly pedestrian environment that discourages public use and fails to provide a sense of place and character.
- The public infrastructure does not include an adequate and sustainably designed storm water collection and treatment system, resulting in frequent minor flooding during storms.

2.5 CONSEQUENCES OF NOT REVITALIZING THE VILLAGE

Should the Village Specific Plan not be approved and implemented, the character of the village and quality of life for residents and visitors could be affected. As discussed in the previous section, many of the existing conditions will be unchanged and continue to affect the Village and many of the community benefits realized by the Village Specific Plan would not be put into place. Potential effects of not taking action include:

- Traffic congestion will likely continue to increase because the existing configuration of traffic signals and stop signs on Camino del Mar does not have the capacity for either the existing traffic volume or the projected increase in traffic created by surrounding growth;

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- Spillover traffic caused by motorists avoiding ever increasing delays on Camino del Mar will probably increase on the residential streets;
- Parking impacts in nearby residential neighborhoods created by business employees, customers and visitors will likely continue and increase;
- Public safety may be increasingly compromised due to the increased conflicts between automobiles, pedestrians and bicycle;
- The air, water and noise quality in the Village and surrounding neighborhoods may continue to deteriorate without proactive actions to manage stormwater runoff, reduce acceleration and braking, and slow traffic on Camino del Mar;
- The Village will continue to be dominated by the automobile at the expense of the pedestrian;
- Increasing competition from nearby developing commercial centers may cause commercial activity in the Village to decrease and result in diminished retail opportunities, more building vacancies, reduced maintenance of buildings and lower real estate values for commercial parcels and the surrounding residential properties; and
- If commercial activity decreases in the Village, the decreasing sales tax revenue for Del Mar could result in a diminished ability for the City to provide the levels of service expected by residents.

2.6 REVITALIZATION PLANNING

In 2007, The Community Land Use and Economics Group, LLC (CLUE) prepared a Revitalization Plan for Del Mar Village commissioned by the Del Mar Village Association that addressed many of these opportunities and constraints. It analyzed the business and regulatory climate, assessed the retail market, conducted an intercept survey, presented key findings and put forward recommendations for implementation to improve the Village viability.

Key findings and observations from the study concluded that Del Mar's low population and low anticipated population growth would produce very little new retail market demand and that this market demand would not support the "comparison" goods and services typically found in shopping malls or regional centers. Instead our market could support both convenience products and services which people usually buy from the closest, most convenient businesses and destination goods, those unique

products and services for which people will travel significant distances, pay high prices, and/or develop loyalty to a particular business. The study also found that the Village district must actively support the retail needs of both community residents and visitors. This provides both market diversity and the synergy necessary for economic vibrancy. The authors also found that the linear village could accommodate multiple retail nodes that could cater to either or both customer segments. The analysis concluded that there was sufficient market demand to support new community-serving and destination product lines and businesses in Del Mar Village, including restaurants that offer experiences and cuisines that are different from what are currently available, thus complementing existing restaurants.

Their analysis of retail buying power in Del Mar, nearby North County communities, and the County as a whole demonstrated that there is ample retail demand for specialty and destination products and services. They note that because of customer loyalty, many retailers are returning to older and historic commercial districts because of growing recognition of community-serving market opportunities. The study also showed that there was sufficient market demand to support new visitor-serving product lines and businesses.

However, the study also cited that retail development is stymied by the intermingled, unplanned pattern of retail and office uses and the need for retail contiguity. It emphasized that the placement of retail businesses next to one another is crucial to a commercial district's retail performance, and that commercial storefronts should blend with the sidewalk and public space rather than be set back from the sidewalk or without visible displays. The study recommends that the ground-floor, street-frontage space be available for retail uses. The study also finds that it is not possible to maintain the low densities and to attain the necessary viability or retail sales levels for a successful district. CLUE found that the existing regulatory and financial burdens discourage development activity within the district, inflating predevelopment costs and stalling development activity.

The report recommends regulatory and zoning changes to achieve Del Mar's goals of preserving and enhancing the Village's character while also reducing the regulatory burden and related development costs, and providing greater public benefits. The study encourages innovative ways to increase the parking supply while emphasizing the need to also manage parking optimally, manage employee parking to free up parking for retail customers, and share parking.

Promoting Revitalization

This Specific Plan and its development standards and regulations would modify or replace some the existing regulatory obstacles to redevelopment/revitalization. The Village Specific Plan contains development standards that promote redevelopment on the private properties through increased floor area allowances, more flexible building height limitations and nontraditional parking standards all in a manner that protects existing view corridors and increases public open spaces within the Village. In addition, this Specific Plan recommends substantial improvements within the public spaces, including wide, continuous sidewalks; additional parking; roadway improvements to better manage traffic; and increased open spaces and plazas for community gathering. The Specific Plan seeks to provide a better

balance among the goals and objectives of the Community Plan, while addressing the constraints and opportunities within its purview.

2.6 FULFILLING THE VISION

The policies, regulations and strategies of this Village Specific Plan are intended to achieve the goals and objectives of the Community Plan that were originally approved in 1976. These goals and objectives remain as the guiding principles for this Specific Plan.

To achieve the Community Plan objective of creating 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 proposed Village Specific Plan establishes new public improvements in the streetscape; a new mixed-use land use zone, development standards for private properties to control height, bulk and mass; and infrastructure to support future development. (Figure II-2, Vision of an Improved Village).

The implementing measures of this Specific Plan include strategies to:

- Protect the neighborhood interface and create a good neighbor between residential and commercial areas;
- Increase the development potential within the study area to a floor area ratio (FAR) of 1.0;
- Permit the height limit to 26'-0" (with up to 4 feet for roof articulation) on the western side of Camino del Mar to match the allowed height limit on the eastern side;
- Ensure that the Design Review process reviews all height increases, as well as bulk and mass, to maintain the standards in this Specific Plan and the DMMC;
- Maintain the value of the historical properties and maintain the Historic Preservation Overlay Zone;
- Create a mixed-use zone for the commercial properties that also allows residential development at a density of 20 dwelling units per acre;
- Permit parking structures in both the mixed-use and public facilities zones;
- Increase public parking by implementing a "Park Once" strategy that provides providing an incentive for property owners to convert private parking to public parking ratio;
- Redesign sidewalks and on-street parking to be continuous and aligned within the public right-of-way for better pedestrian mobility;
- Redesign Camino del Mar to be a 2-lane roadway with roundabouts at key intersections to improve traffic flow and relieve congestion; and
- Acknowledge the Public Facilities as special study areas for future planning (see Chapter XI-Special Study Areas).

Through the implementation of these strategies, the community goals and objectives will be attained. Using this Specific Plan for guidance, the City envisions:

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- ~~Developing~~ Establishing standards and guidelines that encourage reinvestment and redevelopment of the Village’s private properties;
- Balancing a mix of uses which include office, retail and residential that activate the Village businesses during more hours of the day and reduce automobile dependence;
- Providing residential opportunities that offer diverse income housing options for a range of housing types, which could include affordable units, apartments, live/work lofts or condominiums;
- Fulfilling the requirements of Measure B for new development within the Village by securing voter approval of this Specific Plan;
- Creating a uniform streetscape for the length of Camino del Mar within the Village that provides an efficient, pleasing and sustainable environment for pedestrians, cyclists, public transit and vehicular traffic;
- Establishing a parking management program for the Village area that achieves an optimal availability of public parking, encourages “park-once” strategies to reduce vehicular congestion and replaces generic parking standards with ratios tailored to Del Mar’s uses and activities;
- Proposing targets for higher performing, sustainable buildings;
- Offering incentives to provide public plazas, paseos, open street corners and pocket parks; and
- Identifying and implementing needed infrastructure improvements to support and complement the Camino del Mar streetscape changes.

The means by which to measure the success of the Village Specific Plan are important components of the plan itself. The measures of success are described in Chapter X as an accompaniment to the implementation measures listed in that Chapter.

2.6.7 SPECIFIC PLAN ANTICIPATED DEVELOPMENT

The projected build-out of the proposed Village Specific Plan is anticipated to include the following mix of land uses and maximum development as shown in Table II-1.

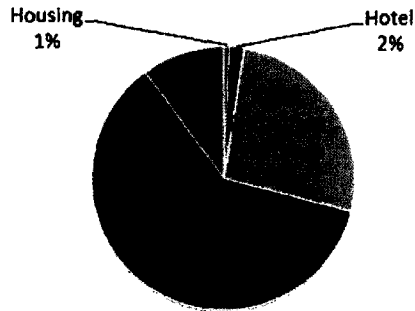
Table II-1 Projected Build-Out Summary

Land Use	2012 Existing	2035 +/- Projected Build-Out	
Residential (multi-family units)	2	140	¹
Boutique Hotel (rooms)	17	60	¹
Retail, Restaurant & Personal Services (square feet)	74,205	204,500	²
Office (square feet)	169,646	170,000	
Civic (square feet)	28,466	35,000	
Public Park/Plaza (square feet)	2,060	6,200	
¹ excluding existing L'Auberge Hotel & Condominiums			
² excluding existing Del Mar Plaza north of 15th St.			

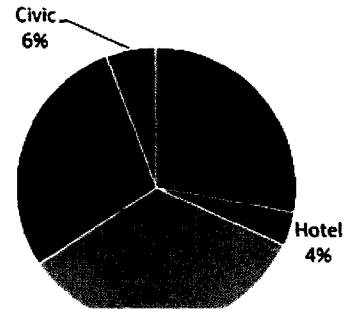
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The capacity of the new development standards will increase the overall development capacity from approximately 280,000 square feet currently (excluding L'Auberge Del Mar and Del Mar Plaza) to a total of 600,000 square feet. The distribution of uses will also change. Office use will be maintained; hotel and civic uses will have a slight gain; retail, restaurant and services will increase; and housing will increase. This provides a more balanced mixed-use Village.



Existing Distribution of Village Uses



Projected Distribution of Village Uses

The projected construction of this development program is anticipated to occur over a twenty-to thirty-year time frame. Because of the prolonged implementation, strategies are in place to set thresholds and reviews at a regular basis. These are intended to ensure that the assumptions are still relevant and there are not unexpected, significant impacts. These thresholds are set for the overall quantity of development and the number of new residential units. The process for review is included in Chapter X Implementation.

- Assess the maximum development quantity of 600,000 square feet at a minimum of ten-year intervals or at interim thresholds when the amount of cumulative development reaches 400,000, whichever comes first. Continue the assessment at either 10 year intervals or intervals of 100,000 square feet, until the cap of 600,000 square feet is attained.
- Assess the maximum residential development quantity of 140 multi-family units at ten-year intervals or when 45 new units occur (over the existing amount of residential development), whichever comes first. Continue the assessment at either 10 year intervals or 90 new units occur, until the cap of 140 units.

The process for review and assessment is included in Chapter X. Implementation.

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3.1 INTRODUCTION

Del Mar's many resources lend to the Village's charm, character, health, and safety. ~~It and it~~ is important that these resources are enhanced, protected, and/or maintained. These resources include historic and environmental resources that can be protected or enhanced through more sustainable means; open space resources that contribute to the overall recreational/leisure value and can be enhanced and expanded; public views which can be protected or highlighted; and the residential neighborhoods which wish to protect their charm and character. There are many community benefits that are 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.

3.2 HISTORICAL RESOURCES AND ARCHITECTURAL CHARACTER

3.2.1 Existing Conditions

Two properties in the Village are within the Historic Preservation Overlay Zone (HPOZ): the Del Mar Library at the corner of 13th Street and Camino del Mar and the Stratford Square Building at the corner of 15th Street and Camino del Mar. Both these structures are protected by the provisions of the Municipal Code and are to be maintained as representative of their period of historic significance.

The oldest remaining building in the Village, built in 1914, is the former St. James Catholic Church at 1309 Camino Del Mar. It was designed by John Austin, the designer of the Del Mar Inn and built with local donations in the English/Craftsman style. It is now the Del Mar Library, owned by the City of Del Mar, restored and enhanced with a community designed mosaic wall along the street.

In 1927, the Kockritz Building (now known as Stratford Square at 1438-54 Camino del Mar) was built as an apartment building with offices and retail businesses on the ground level. The structure maintains its English-style timber and brick façade that was ~~complimentary~~ complementary to ~~of~~ the former Hotel Del Mar (since replaced), and was designed by the same architect, Miller and Hewitt of Los Angeles.

In addition to these two buildings, a number of other buildings from the 1920s and 1930s have been identified as lending to the architectural character of Del Mar's Village. These include:

- 1302 Camino del Mar (Davidson Communities and Design Line Interiors), the former Del Mar garage and filling station constructed in 1927;
- 1330-32 Camino del Mar (Law Offices), in the early California hacienda style; and
- 1342 Camino del Mar (En Fuego and La Tienda), also in the early California hacienda style.

These three buildings have maintained much of their original façade and character, although they are not within the HPOZ zoning.

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In addition, many buildings in the west side of the 1400 block remain from the 1920's. These include the original Del Mar Market at 1412; Camino del Mar's first real estate business and post office, the L.T. Kibler Building at 1414-18; and the former Rexall Drugstore at 1424-36 Camino del Mar. However, many of these structures have undergone substantial façade alterations over the years. These structures would need to be refurbished to respect their original architectural style.

3.2.2 Historical Resources and Architectural Character Implementation Strategies

It is the intent of this Plan to maintain the existing historical resources under their HPOZ protection. Additional measures are encouraged to provide protection, restoration and adaptive reuse of additional buildings with strong architectural character.

- Require that all permit applications for the demolition or alteration of any buildings or structures 45 years old or older be submitted through the Planning and Community Development Department for review to determine whether a potentially significant historical resource exists on site.
- If City staff determines that no potentially significant historical resource exists on site, the parcel will be exempt from further historical review. (Interior development and any modifications or repairs that are limited in scope to an electrical or plumbing/mechanical permit shall be exempt where the development would include no change to the exterior of existing structures.)
- If staff determines that a potentially significant historical resource exists on the site, all modifications and additions will be evaluated to determine consistency with the Secretary of the Interior's Standards for Treatment of Historic Properties (Standards). If the project is found to be consistent with Standards, then the project may proceed.
- If a project is determined to be inconsistent with the Standards, then either 1) redesign or 2) preparation of a Historical Resources Technical Report shall be required.
- If a project could result in a substantial adverse impact to an historical resource, then mitigation shall be required in compliance with CEQA.
- Foster the preservation of historical resources through the use of incentives, including permitting the transfer of development rights from properties containing potentially designated and designated historical structures to other properties within the Plan area, providing that the receiver property does not exceed the maximum allowed building envelope (See Chapters V and VI).
- Encourage the preservation of qualifying historical resources through designation and inclusion in the HPOZ.
- Provide incentives for the preservation of qualifying architectural and historical resources by allowing a floor area ratio bonus (see Chapters V and VI).
- Encourage the adaptive reuse of historically significant buildings if the original use is no longer feasible.

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3.3 TREE PROTECTION

3.3.1 Existing Conditions

The Del Mar Community Plan has the preservation of natural vegetation in the Village as one of its major goals. The goal is implemented and regulated by Chapter 23.50 in the Del Mar Municipal Code, which encourages the conservation of trees on both private and public property. In addition, the species of Torrey Pine (*Pinus torreyana*) and Monterey Cypress (*Cupressus macrocarpa*) as well as all species within the Central Commercial Zone are protected to conserve the environmental qualities of the City.

Many of these trees provide substantial environmental benefits, including carbon sequestration, energy conservation and visual quality. Within the Village, there are a wide variety of Eucalyptus (*Eucalyptus ssp.*), planted both in the public right-of-way and on private property; Torrey Pine trees, primarily in the Camino del Mar median; and unique one-of-a-kind species, including the Canary Islands Dragon Tree (*Dracaena draco*), Canary Island Date Palms (*Phoenix canariensis*) and the Cajuput Tree (*Melaleuca ssp.*) as well as other ornamental species. Of these tree species, only the Torrey Pine is native to the Del Mar area.

Torrey Pine trees can be found planted in the median along Camino del Mar. Because of an underlying concrete roadway, most of the Torrey Pine trees are fairly stunted and sheared by the tall trucks that drive by. A very mature and picturesque Dragon Tree is found at 1330 Camino del Mar and is estimated to be nearly 100 years of age. Mature Eucalyptus trees are found towering over the sidewalk in front of the Del Mar Library at 1309 Camino del Mar.

3.3.2 Tree Protection Implementation Strategies

- Require the procedures of the DMMC Chapter 23.50 with regards to all trees in the Village.
- Encourage the preservation and protection of Village trees to maintain the urban forest and community character.
- Encourage the planting of new trees with every development project to further expand the urban forest.

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3.4 ENVIRONMENTAL PROTECTIONS

3.4.1 Existing Conditions

The environmental review of the Village Specific Plan identified a number of strategies to provide additional environmental protections and reduce potential impacts. These strategies apply to both public and private developments within the Village. These include strategies for the protection of cultural, archaeological and paleontological resources and the protection from hazardous materials.

3.4.2 Environmental Protection Implementation Strategies

Cultural, Archaeological and Paleontological Resources

- Require monitoring for cultural and paleontological resources during grading and construction activities ~~shall be required~~ for all development projects.
- Require developers to work with Planning Department staff early in the development review process in order to minimize impacts to cultural and paleontological resources.

Hazardous Materials

- Require that the applicant or owner submit a hazardous materials and/or site contamination disclosure form to the Department of Planning and Community Development at the time of the application for any new construction, grading permit, demolition or major renovation.
- Require that no construction, grading or ground-disturbing activity shall occur on a site with prior know contamination and/or which appears on any list compiled pursuant to Section 65962.5 of the Government Code without submittal of a “No Further Action” clearance letter issued by the County Department of Environmental Health.

3.5 VILLAGE SUSTAINABILITY

3.5.1 Existing Conditions

Del Mar has long been forward thinking in terms of environmental sustainability. The 1976 Community Plan identified the unique natural environment that envelops the City, the importance of water and air quality on the community well-being, the need for energy conservation, and the desire to have a pedestrian-friendly Village rather than one dominated by the automobile.

The California Global Warming Solutions Act of 2006 (Assembly Bill 32) requires a cap on greenhouse gas emissions by the year 2020, mandatory emissions reporting, and an ongoing market-based compliance program. Subsequent building codes have caused a reduction in greenhouse gas emissions

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from buildings; promoted environmentally responsible, cost-effective, healthier places to live and work; and reduced energy and water consumption.

The Village Specific Plan is an opportunity to bring these goals and mandates to fruition. The Village can be a model of sustainable development. New developments will demonstrate how to build responsibly. The sustainability strategies for the Village Specific Plan are multi-faceted and are summarized here. They are incorporated into the concepts and implementation strategies in more detail throughout the Village Specific Plan.

The key elements for a sustainable Village environment include:

- Creating a pedestrian environment that promotes walkability as a dominant form of mobility in the Village and reduces the dependency on fossil fuels;
- Incentivizing sustainable buildings to replace less energy-efficient buildings;
- Encouraging recycling and reuse of materials, structures and sites;
- Promoting the use of energy-efficient vehicles by establishing parking for micro-vehicles, motorcycles, electric vehicle charging stations and bicycles;
- Reducing the use of potable water in both landscape and structures;
- Increasing the urban forest for carbon sequestration;
- Adding areas for storm water infiltration to reduce water runoff; and
- Reducing vehicle emission discharge and brake pad particulates by decreasing the required vehicle stops and starts along Camino del Mar.

Specific implementation strategies for the key elements above can also be found in the subsequent Village Specific Plan chapters.

3.5.2 Sustainability Implementing Strategies

- Require that all new structures and substantial alterations to adhere to a minimum Tier 1 standards of the CAL Green Code, the State of California Building Code Standards (Title 24).
- Encourage all new structures to achieve Tier 2 CAL Green Code standards to achieve more energy and sustainable efficiencies than a building complying solely with the mandatory measures.
- Require all private developments and public improvements to utilize drought-tolerant landscape and low water use irrigation fixtures to reduce dependency on potable water.
- Adopt a “Green Street” program for Camino del Mar.
- Promote the use of rainwater harvesting for non-potable uses such as irrigation or toilet flushing.
- Require all private developments and public improvements to reduce stormwater runoff by implementing provisions for groundwater infiltration.

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- Promote the use of renewable energy by encouraging photovoltaic (solar) panels.
- Promote “green roofs” for the reduction of building energy consumption.
- Encourage all buildings to take advantage of natural ventilation and natural day lighting.
- Encourage all building materials to be of recycled content or rapidly renewable, and locally-sourced.
- Promote the use of alternative forms of mobility not dependent on fossil fuels, including the installation of electric vehicle charging stations in parking structures; the provisions of bicycle racks; and the accommodation of golf carts, scooters and motorcycle parking.

3.6 OPEN SPACES

The open space system in the Village is primarily in the public rights-of-way and expanded with paseos and plazas on both private and public parcels.

3.6.1 Existing Context

Caminito Park: Caminito Park is the sole open space within the Village entirely on public property. Caminito Park is an approximately 2,000 square foot, linear Paseo connecting Camino del Mar to Del Mar Lane. It is paved, with planting and benches along the perimeter. It is a casual walkway, used to access businesses, parking and the adjoining neighborhood.

L’Auberge Amphitheater: A publicly accessible open space is provided below the northwest corner of 15th Street and Camino del Mar and serves as a landscaped amphitheater. It is approximately 3,000 square feet in size, and is used for community events including live music and the holiday tree lighting ceremony. The Amphitheater was a condition of the Hotel Specific Plan.

The Plaza Deck: A publicly accessible deck at the upper level of the Del Mar Plaza retail complex is provided for public gathering. It is approximately 6,000 square feet in size and was a condition of the Plaza Specific Plan.

City Hall: The lower parking lot (approximately 10,000 square feet) at City Hall is used for the Saturday farmers market on a weekly basis.

3.6.2 Open Space Implementing Strategies

The Village will benefit from the preservation, enhancement and addition of publicly accessible open spaces.

- Existing open spaces at Caminito Park, L’Auberge Amphitheater, and the Plaza shall be maintained for public enjoyment.

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- New open spaces, including paseos and plazas will be encouraged and incentivized for development on private property.
- The redevelopment of the City Hall site should include a plaza or gathering space that would be suitable for public outdoor events such as a farmer's market.

3.7 PUBLIC VIEWS

As a coastal community, Del Mar has a strong attachment to the beachfront and ocean. Views of the ocean and coastline to the north from both public and private areas within the Village are highly valued.

3.7.1 Existing Context

Public view corridors within the Village include the views westward down the east-west side streets; the view northward along Camino del Mar to the shoreline; and, view corridors to the ocean between several existing buildings along the west side of Camino del Mar.

Camino del Mar: Pedestrians, bicyclists and motorists enjoy views of the ocean when traveling northward on Camino del Mar. This view offers long and focused perspectives of the shoreline, bluff and beaches. Overhanging street trees and median landscaping tend to encroach on and interrupt this public view.

Side Streets: Ocean views are provided down the side streets running east-west from Camino del Mar. These high quality ocean views often include the surf zone. Both north and southbound travelers along Camino del Mar are offered glimpses of the ocean and surf. Pedestrians along Camino del Mar can pause and enjoy these views for longer periods. Buildings located too close to the street, trees or tall vegetation and trucks parked on the side streets can limit or encroach on these public views.

Between Buildings: Several mid-block public views of the ocean currently exist from Camino del Mar between existing buildings located on the west side. These public views exist at the foot of 14th Street, between buildings at 1110 Camino del Mar and the southerly portion of the City Hall site between 10th and 11th Streets. Other potential views exist between buildings but existing vegetation tends to block these views.

Other Public Views: Other high quality views of the ocean exist from public vantage points, such as the deck at the west entrance to the Del Mar Library, the sidewalk cafes on 15th Street, the deck on the upper level of the Del Mar Plaza and from the L'Auberge Del Mar Resort and Spa.

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3.7.2 Public View Implementation Strategies

Preservation and enhancement of existing public views of the ocean is important to the unique character of the Village and for enhancing the pedestrian experience along Camino del Mar. Efforts to preserve these ocean views will enhance the scenic value for everyone.

- Require a 10-foot architectural step-back for the second story of buildings (Upper Building Level) that front Camino del Mar and a side street (both east and west sides of Camino del Mar). This will preserve and enhance public views to the west down the side streets.
- Require a 10-foot diagonal corner setback for the buildings fronting the west side of Camino del Mar that are located at side street intersections to preserve and expand public views down side streets.
- Preserve and enhance public views of the North Beach area for northbound Camino del Mar by controlling streetscape vegetation.
- Preserve existing public views between buildings by creating incentives to establish view corridors that are a minimum of 35 feet wide where view corridors currently exist.
- Create strong measures in the Design Guidelines to protect and enhance public views within the Village. Include the flexibility to redesign or relocate existing public view corridors in the Design Guidelines if parcels are combined or redeveloped.
- Create strong measures in the ~~Design Guidelines~~ Design Review Ordinance for the Design Review Board to assess private residential views and protect these primary views from significant interruption by Village development.

3.8 RESIDENTIAL NEIGHBORHOOD PROTECTION

The proximity of residential neighborhoods to the Village Specific Plan area and the design of the street circulation system around the Village have potential for adverse impacts on those neighborhoods from developments within the Village. Such adverse effects could include view encroachment and loss of privacy, increased noise and light spillage, increased traffic, and parking encroachments onto residential streets. This section addresses strategies to avoid such impacts.

3.8.1 Existing Context

The residential neighborhoods adjacent to the existing Central Commercial and Public Facilities Zones currently experience a variety of adverse impacts from the activities allowed in these Zones. Impacts may include noise from restaurant patrons and deliveries and traffic and parking encroachments onto residential streets. The properties immediately adjacent to either alleys or commercial properties are of particular concern for privacy impacts.

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View and Privacy Impacts: Existing primary scenic views from private residences and privacy concerns are currently protected by the City’s Design Review Ordinance. The Design Review process creates a mechanism for detailed review and mitigation of potential view blockage and privacy impacts created by proposed development projects on existing homes.

Traffic Impacts: The design of the street circulation system through and around the Village allows motorists to divert through residential neighborhoods to avoid traffic congestion on Camino del Mar during peak traffic hours. The local residential streets that parallel Camino del Mar receive the most diverted traffic. These streets include Stratford Court, Luneta Drive and Crest Road. Both alleys that parallel Camino del Mar, Del Mar Lane and Maiden Lane, may also be impacted.

Parking Impacts: Customers and employees of Village businesses are not prohibited from using nearby residential streets for parking. The strict enforcement of parking time limitations for on-street public parking within the Village causes impacts on residential streets near the heavily used areas of the Village.

3.8.2 Residential Neighborhood Protection Implementation Strategies

Reducing adverse impacts to existing residential areas adjacent to the Village Specific Plan area can be accomplished by maintaining existing measures that protect the residents and implementing additional measures that minimize impacts from development within the Village.

- Establish Design Guidelines for application through the Design Review process. These guidelines will include protecting scenic views and prevent an unreasonable invasion of the privacy of neighboring properties ~~preventing incursions into private areas.~~
- Require the “Upper Building Levels” of buildings adjacent to residential zones to be stepped back to reduce the invasion of privacy and shadowing from structures.
- Require architectural step-backs for the second story of structures adjacent to side streets that provide scenic public views to the ocean so that existing public views are maintained and enhanced.
- Require a minimum 10-foot setback from all property lines adjacent to a residential zone.
- Require noise and lighting controls on the nighttime use of outdoor restaurant terraces or decks immediately adjacent to residential uses.
- Redesign Camino del Mar to reduce traffic congestion.
- Maintain the existing prohibition for left turns from Camino del Mar to side streets during peak traffic hours to reduce diversion of traffic into residential streets caused by traffic congestion.
- Implement additional traffic calming measures on residential streets if increased traffic impacts warrant.
- Implement a ‘Park-Once’ (see Chapter VII) strategy for the Village that creates a shared parking effect which will reduce the demand for additional parking spaces and use the available parking spaces more efficiently.

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- Establish a parking management authority to manage and control available parking spaces in an optimal manner.
- Monitor parking and cut-through traffic impacts on adjacent residential streets and implement regulation and programs to reduce or eliminate any such impacts as necessary.

3.9 COMMUNITY BENEFITS

3.9.1 Community Benefits

The Del Mar community can realize many benefits from the implementation of the Village Specific Plan. The benefits are summarized here and further identified in Chapter X. IMPLEMENTATION in Section 10.5, Measures of Success, which tracks the progress towards achieving the benefits.

Economic benefits can be realized through increased tax revenue from increased sales tax, transient occupancy tax (TOT), and increased commercial property taxes. In addition, many of the “smart growth” measures identified in the Village Specific Plan increases the probability of, and eligibility for grand funding. Incentives increase the likelihood that the private sector will provide affordable housing, as mandated by the State of California, as well as additional public parking and plazas for community benefit.

Quality of Life benefits are recognized with the implementation of many of the Community Plan goals; the addition of public parking throughout the Village, which reduces the attractiveness of overflow parking in the surrounding neighborhoods; pedestrian, transit and bicycle improvements to increase walkability and alternative forms of mobility; and a Parking Management Plan with monitoring program to make adjustments as the situation warrants. Streetscape improvements along Camino del Mar increases traffic safety and capacity while reducing congestion. A positive side effect is the potential to decrease Camino del Mar traffic diverting into the surrounding neighborhoods to avoid the Camino del Mar congestion. Other quality of life benefits include increased incentives to preserve the character and historic buildings that bring charm to the Village, an increased vitality derived from additional residents utilizing the commercial area, an increase in housing choices which could allow more diversity of choices within Del Mar, the potential for more resident serving retail and the enhancement of public ocean views.

Many environmental benefits are also recognized with the Village Specific Plan strategies that will have direct impact on the Del Mar community. Higher standards for sustainable buildings will reduce energy and water demands and improve air and water quality. Streetscape design will cleanse storm water through low impact design as well as reduce noise levels from traffic. The introduction of roundabouts will reduce exhaust emissions and brake copper discharge from the current conditions.

A summary of Community Benefits is provided in Table III-I

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3.9.2 Protection from Impacts Associated with Development

In addition to realizing benefits associated with the Village Specific Plan, the existing community expects to be protected from adverse impacts associated with future developments. As the Village Specific Plan is the program and zoning regulations to regulate new development, and not the specific development proposals themselves, future entitlements, including Design Review, conditional use permits and building permits as well as other regulatory permits should look to these benefits as a means of ensuring that the intent is maintained through the detailed design. Further assessment criteria will be developed in the Design Review Ordinance update.

Table III-I Community Benefits

Community Benefits and Assessment Criteria

Community Benefits		
<u>Economic Benefits</u>	<u>Impact of Benefit</u>	<u>Assessment Criteria</u>
<u>Increased city revenue from sales tax increase from additional retail and restaurant sales; estimated to be \$413,590 annually at build-out.</u>	<u>Revenue provides for city services, including maintenance and operations</u>	<u>Additional tax revenue will provide for city services</u>
<u>Increased city revenue from increase in Transient Occupancy Tax (TOT) from additional lodging; estimated to be \$216,591 annually at build-out.</u>	<u>Revenue provides for city services, including maintenance and operations</u>	<u>Additional tax revenue will provide for city services</u>
<u>Increased Property Tax from private improvements; estimated to be \$341,254 annually at build-out.</u>	<u>Revenue provides for city services, including maintenance and operations</u>	<u>Additional tax revenue will provide for city services</u>
<u>Increased probability of and eligibility for grant funding from governmental sources</u>	<u>Grant funding can supplement City's General Fund for improvements, and reduce need to use General Fund dollars.</u>	<u>Public projects that address smart growth principles and walkability are candidates for various funding programs.</u>
<u>Increased opportunity and incentives for providing affordable housing, as mandated by State of California</u>	<u>The City is required to provide areas suitable for affordable housing to meet mandate.</u>	<u>The required residential density is 20 units per acre to meet State mandate.</u>
<u>Implementation of Community Plan Goals for a pedestrian oriented, economically viable downtown and a Village Center Specific Plan</u>	<u>Fulfills community objectives established in 1975</u>	<u>Implement goals of the Community Plan</u>
<u>Addition of public parking throughout the Village</u>	<u>Additional public parking will reduce the attractiveness of overflow parking in residential neighborhoods</u>	<u>Village parking utilization should target <91% average occupancy</u>
<u>Additional on-street public parking along Camino del Mar</u>	<u>60 additional public parking spaces will provide convenient access and reduce the attractiveness of overflow parking in residential neighborhoods</u>	<u>On street Village parking should target <91% average occupancy</u>
<u>Additional bicycle and motorcycle parking areas</u>	<u>60 additional bicycle racks and motorcycle parking spaces will provide alternative parking</u>	<u>Private development will increase supply of bicycle racks and alternative vehicle parking</u>
<u>Parking Management Plan to address employee parking and parking management issues</u>	<u>A systematic approach to continually address parking issues will adapt solutions to current problems and minimize impacts on surrounding neighborhoods</u>	<u>Parking is managed at <91% average occupancy</u>
<u>Increased traffic safety along Camino del Mar</u>	<u>Roundabouts have a lower accident rate than standard intersections (8 points of potential accidents as opposed to 28+ points with standard intersections).</u>	<u>Traffic is moving at a slower, continuous speed and there is a reduction of accident rates</u>

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<u>Economic Benefits cont.</u>	<u>Impact of Benefit</u>	<u>Assessment Criteria</u>
<u>Additional capacity on Camino del Mar reduces the potential for traffic diverting into neighborhoods to avoid congestion</u>	<u>Camino del Mar increases its capacity from 15,500 daily trips to 26,000 daily trips, reducing congestion and minimizing overflow impacts on surrounding neighborhoods</u>	<u>Neighborhoods are not impacted by diversion traffic</u>
<u>Continuous pedestrian sidewalks throughout Village</u>	<u>Increase in walkability; implements a goal of the Community Plan</u>	<u>Provision of public sidewalks throughout downtown</u>
<u>Increased pedestrian safety along Camino del Mar and at crosswalks</u>	<u>Roundabouts have a lower pedestrian accident rate than standard intersections (8 points of potential accidents as opposed to 28+ points with standard intersections), plus a much shorter (4 second) crossing distance.</u>	<u>Reduction in pedestrian accident rates</u>
<u>Increased preservation of character and historic buildings</u>	<u>Incentives to preserve character buildings that provide Del Mar charm and village character</u>	<u>Maintain the historic and architectural heritage of Del Mar</u>
<u>Increased vitality of Village with additional residences utilizing commercial area</u>	<u>Additional residences will provide more customers for retail without dependency on automobile or need for additional parking</u>	<u>More retail success without the impact of parking or traffic</u>
<u>Increased housing choices</u>	<u>Additional types of housing available as either rental or for purchase</u>	<u>Ability for residents to remain in Del Mar with additional housing types.</u>
<u>Potential for more resident-serving businesses with an increase in retail areas</u>	<u>Additional market provides for more opportunity for specialty retail and other resident serving retail</u>	<u>Ability increases for residents to shop in Del Mar</u>
<u>Public ocean views along the side street corridors are enhanced</u>	<u>Wider view corridors through building setbacks and setbacks</u>	<u>Increased public view sheds</u>
<u>Higher standards for sustainable buildings</u>	<u>Reduction in greenhouse gas emissions and water use, improves air and water quality</u>	<u>Cal-Green Tier 1 is required, Tier 2 is incentivized</u>
<u>Structural storm water treatment designed into Camino del Mar street redesign</u>	<u>Cleanse storm water through low impact design methods to reduce sediment and bacterial discharges</u>	<u>Improved water quality</u>
<u>Noise reductions from traffic operations on Camino del Mar</u>	<u>Noise levels caused by traffic decreases with roundabouts instead of stop signs/signals</u>	<u>Noise level is more conducive to outdoor dining and less impact on nearby residential</u>
<u>Reduction in exhaust emissions and brake copper discharge from cars and trucks continually stopping along Camino del Mar</u>	<u>Reductions of stops and starts reduces greenhouse gas emissions</u>	<u>Improved air and water quality</u>

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4.1 INTRODUCTION

The mobility system for the Village is based on the existing public rights-of-way with street and other improvements to facilitate the Community Plan goals. The street rights-of-way constitute over nine (9) acres within the Village and include Camino del Mar and the numbered cross streets between 9th and 15th Streets. Improvements are designed to create a more pedestrian-oriented district in which the influence of the automobile on the character and function of the area is minimized yet accomodated. Special consideration ~~must be~~ given to Camino del Mar, the major north-south and only through street in the City. The main street must adequately carry the anticipated traffic while minimizing the impacts on the pedestrian zone and surrounding city streets and neighborhoods. The ~~plan~~ Village Specific Plan promotes multimodal mobility, including transit and non-vehicular circulation, by integrating safe and convenient bus, bicycle and pedestrian facilities with the street and public gathering places. (Figure IV-1).

The primary objectives of the Village Specific Plan governing mobility are to:

1. Address all forms of mobility, creating a “complete street” which provides opportunities for automobiles, pedestrians, transit, emergency responders and cyclists.
2. Emphasize pedestrian mobility, increasing the benefits and opportunities for pedestrian circulation and reinforcing it with adjacent land uses.
3. Maintain and improve vehicular mobility and carrying capacity along Camino del Mar, addressing current conditions and providing for future development.
4. Provide improved bicycle circulation along Camino del Mar and reinforce the bicycle route with provisions for bicycle parking.
5. Accommodate convenient transit, with identified bus stops and amenities for transit riders to promote alternative modes of travel.
- 5.6. Accommodate adequate provisions for emergency responders.

4.2. PEDESTRIAN CIRCULATION

4.2.1 Existing Context

Pedestrian Mobility: Approximately forty percent (40%) of the Del Mar residents live within a 10-minute walk of the Village (Figure IV-2, Walking Distance Map). The Community Plan prioritizes pedestrian mobility as a means of preserving and enhancing the special community character. An overarching goal states:

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Minimize the impact of the automobile on the character of Del Mar and emphasize a more pedestrian-oriented environment, safer sidewalks, landscaped buffer zones, and alternate means of transportation. Community Plan for the City of Del Mar, 1976.

At present, pedestrian “walkability” in the Village area is very inconsistent, and sidewalks are not uniformly provided. Where the sidewalks are wider, pedestrians gather and utilize the sidewalks. This occurs primarily in the 15th Street and Camino del Mar vicinity. Sidewalk cafes and outdoor dining areas, as well as retail frontage immediately adjacent to the sidewalks at Del Mar Plaza and along Camino del Mar between 14th and 15th Streets contribute greatly to the pedestrian character. New benches along Camino del Mar are inviting. Elsewhere, front-yard parking, curb cuts, irregular paving, and façades that are removed from the pedestrian areas degrade the pedestrian quality. Few pedestrian-scaled light fixtures exist, and when coupled with dark storefronts, the nighttime pedestrian experience is undesirable.

The pedestrian movements are monitored by counters installed at the corner of 14th Street and Camino del Mar. These counters have provided baseline walking data in the study area. On average, 1,066 pedestrians per day used the west side of 14th Street and Camino del Mar daily and 739 pedestrians per day used the east side. These averages are much higher on Saturdays, the overall peak day for pedestrians. An average of 1,680 pedestrians was counted on the west side of Camino del Mar on Saturdays and 1,037 were counted on the east side. The most traveled route was southbound on the west side of Camino del Mar.

Sidewalks: The sidewalk characteristics in the Village vary greatly and are inconsistent throughout the Village Specific Plan area. Concrete public sidewalks exist along certain blocks; widths vary from 5 to 10 feet wide. On other blocks, the sidewalk is on private property and the paving varies between concrete, asphalt, and brick pavers. In some locations, the sidewalks are non-existent or are not differentiated from the asphalt roadway. In many cases, the sidewalk is interrupted by parking stalls, causing the pedestrian to weave between parked cars. Disabled ramps are constructed on all public sidewalks but are not available in all cases on private properties.

The improvement of these sidewalks is a concern to many residents. The community preference survey indicated that wider sidewalks along Camino del Mar that are inviting to the pedestrian with a more uniform pavement are preferred. Of particular concern are the sidewalks between 10th and 13th Streets where a combination of Town & Country parking (diagonal parking partially on private property and partially in the public right-of-way), large cuts for driveways and parking lot entrances, and varied paving types make pedestrian circulation challenging. Many of the side streets do not have paved sidewalks. 15th Street sidewalks (south side) are narrow (5'-0") for the amount of pedestrian traffic that they hold, especially during the summer months as this is a major pedestrian route to the beach and coastal park.

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Street Furniture: The Del Mar Village Association (DMVA) and their sponsors have contributed a number of benches and trash/recycle receptacles to the Village streetscape in an effort to promote walkability. Currently, benches and trash receptacles are installed near retail or restaurant businesses between 13th and 15th Streets.

Pedestrian Crosswalks: Crosswalks are not available at every intersection along Camino del Mar within the Village, and where they do exist, often they are only at one side of the four-way intersection. Crosswalks along Camino del Mar are currently provided at 9th Street and 15th Streets (all sides); and at one side on 11th Street, 12th Street, 13th Street, and 14th Street. No crossings are provided at 10th Street. The 9th and 15th Streets intersections are signalized with pedestrian activated walk signs in all directions. At 12th and 14th Streets, the crossings are controlled with pedestrian activated flashing signs without an associated stop sign, which can be challenging for the pedestrian. Although these crossings have flashing lights, motorists often ignore or don't recognize the pedestrian and do not stop. Crossing distances are between 70 feet and 80 feet across, and require 20 seconds or more to cross on foot.

A crosswalk is available across 15th Street at Stratford Court in front of the Post Office. No crosswalks are available at any of the alley crossings.

Pedestrian Safety: Currently, Del Mar's accident data shows approximately 5% of vehicular accidents within the Village area ~~to~~ involve a pedestrian. Many of these incidents were injury accidents, including one fatality. The community has often cited the speed of vehicles, lack of visibility and long crossings as detriments to pedestrian safety.

4.2.2 Pedestrian Implementation Strategies

Camino del Mar Sidewalks: To implement the goals of the Community Plan and to enhance the pedestrian viability of the Village the areas dedicated to pedestrian use must be enlarged and made consistent.

- Provide a consistent, paved sidewalk, with the desired, minimum 10 foot width along Camino del Mar throughout the entire Specific Plan area as a public improvement project. This sidewalk will be placed within the public right-of-way. Figure IV-3 to 5 illustrates the new sidewalk alignment.
- Design the public sidewalk to meet all Americans with Disabilities Act (ADA) standards.
- Design the public sidewalk to contain a "furniture zone" closest to the curb, where street trees and site furnishings can be located.
- Encourage property owners facing Camino del Mar to expand the pedestrian sidewalk with additional accessible open spaces on their private property.

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Camino del Mar Street Furniture: Install benches, with an accompanying trash/recycle receptacle on all blocks within the Village at a minimum of two benches per block, each side. Additional benches are encouraged to be placed adjacent to restaurant establishments or other community gathering areas.

Camino del Mar Crosswalks: Crosswalk improvements are proposed to enhance pedestrian safety.

- Provide crosswalks at all intersections along Camino del Mar, in all four directions. All pedestrian crossings shall be designed to accommodate persons with disabilities.
- Reduce traffic lane crossing distances to the shortest possible dimension, from 14 feet (one travel lane) to 34 feet (2 travel lanes and bicycle lane) in order to reduce pedestrian crossing time to between 5 and 10 seconds.
- Provide “pedestrian islands” where possible along Camino del Mar to allow pedestrians a refuge between the northbound and southbound traffic lanes.
- Provide pedestrian-activated signals and/or other crossing measures to alert cars of the pedestrian in the crosswalk.

15th Street Sidewalks: As part of the development of the streetscape program for Camino del Mar, prepare a feasibility study and, if feasible, implement the widening of the southern sidewalk along 15th Street from Camino del Mar to Stratford Court. This may involve reconfiguring the 15th Street right-of-way and curbs to allow adequate traffic flow, parking and widened sidewalks.

Side Street Sidewalks: Require, as part of any development application, the installation of a sidewalk along the numbered side streets. These sidewalks shall be designed in a manner acceptable to the City Engineer, and for the entire depth or width of the commercial/mixed-use parcel.

4.3 VEHICULAR CIRCULATION

4.3.1 Existing Context

Camino del Mar: Del Mar Village is bisected by the primary circulation corridor in the City, Camino del Mar. Camino del Mar runs north-south through the middle of the City and connects at the city limits to similar corridors, Highway 101 in Solana Beach and North Torrey Pines Road in San Diego. It is designated as a Scenic Roadway in the Community Plan and is the spine of the Central Commercial district.

As described in Chapter I, when Interstate 5 freeway was constructed in 1966 one mile to the east, Camino del Mar became an arterial street, serving the local establishments and residents and connecting to the adjoining jurisdictions.

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Being the only continuous north-south through street in the community, Del Mar is highly dependent on Camino del Mar's functionality. The Camino del Mar right-of-way is 100 feet wide, with a variable curb to curb dimension ranging between 70 and 80 feet. The center median varies in width between 6 feet and 14 feet and is planted with a diverse palette including Torrey Pine trees. Within the Specific Plan area, Camino del Mar has two 11 foot vehicle lanes in each direction with left turn pockets at alternate blocks and a continuous median. Traffic signals are located at 9th and 15th Streets and at the Plaza/Hotel entry road at the northern boundary of the study area. Four-way stop signs are located at 11th and 13th Streets and all side streets have stop signs entering Camino del Mar. Left turns are prohibited from the northbound Camino del Mar turn lanes during the afternoon hours to prevent cut-through traffic from using Stratford Court. The posted speed limit between 9th Street and 15th Street is 25 mph, although many drive consistently faster.

Camino del Mar is often overburdened by commuter traffic using Camino del Mar to bypass Interstate 5's congestion, typically in the weekday afternoons. In 2012, the average daily traffic was 18,700 vehicles along Camino del Mar, exceeding current capacity of 15,500 vehicles. During seasonal events (race track or fair events), traffic volumes were recorded as high as 23,100 vehicles per day. While the signalized intersections can carry the higher traffic volumes, the four-way stop sign intersections experience substantial backup and congestion. The existing volume is currently exceeds the carrying capacity of a typical four-lane collector with stop signs. This is evident by the stop-and-go traffic conditions that occur during the afternoon peak period and during summer months when seasonal traffic increase the demand on Camino del Mar by as much as 4,000 to 5,000 vehicles per day.

Local Streets: Camino del Mar is crossed by local neighborhood roads or side streets from 9th Street through 15th Street in a regular grid. The numerical streets run west from the hills and terminate at the ocean bluffs, and are typically 60 foot rights-of-way. 15th Street and Stratford Court are local collector roads. 15th Street has a wider, 100-foot right-of-way and connects to Ocean Avenue and Coast Boulevard along the shoreline. Stratford Court, which runs parallel and west of Camino del Mar is at the edge of the Specific Plan area. Stratford Court is primarily residential and traffic calming devices have been installed to reduce and slow through-traffic.

Residential Streets Outside the Plan Area: Camino del Mar is the primary north-south route through Del Mar. However, in the afternoon peak period, Crest Drive, Luneta Drive and Stratford Court have been observed as carrying alternative access to Camino del Mar and are used by both residents and visitors as a by-pass route. A recent travel time study was conducted to evaluate the travel time along Camino del Mar and these three alternative routes (See Appendix B-1, Travel Speeds and Diversion Times). Each of these three routes has longer travel time, but there is a perception of a shorter travel time because there are fewer stops and delays along the alternative routes.

Studies have been conducted over the years to address traffic volume and speed issues on both Stratford Court and Crest Road. As a result, traffic calming and turn restrictions have been installed to reduce the cut through traffic on these streets. All three roads are designated as local community collectors, which imply that they are designed to provide access to the residential streets that take

access from them. Volumes along these routes typically range from 1,000 to 2,200 vehicles per day and include a mix of residential trips and pass-through traffic. Crest Road currently carries 1,638 vehicles per day, with an average of 70 vehicles per hour, well within the level of service. On a typical weekday, the volume along Stratford Court is 2,156 vehicles per day, with an average of 90 vehicles per hour; also well within the level of service. Luneta Drive has a reported daily traffic volume of approximately 1,125 vehicles per day, with an average peak hour volume of 50 vehicles per hour, again within the level of service. The City of Del Mar monitors traffic volumes along Luneta Drive, Stratford Court and Crest Road annually.

Alleys: Two service alleys parallel Camino del Mar, Del Mar Lane to the west and Maiden Lane to the east. Del Mar Lane originates at Stratford Court south of the commercial properties along 15th Street and continues between Stratford Court and Camino del Mar to 12th Street, forming the edge of the commercial properties. While the public-dedicated easement concludes at 12th Street, Del Mar Lane continues as a private access easement south to 11th Street where it terminates at City Hall property. Maiden Lane originates at 15th Street and progresses south to 12th Street, also at the rear of the commercial properties. Both alleys are 20 feet in width.

4.3.2. Specific Plan Alternatives

Camino del Mar: During initial Community Conversations, many members of the community expressed concern over the poor pedestrian experience, traffic congestion, safety, and impact on the quality of life along Camino del Mar. The traffic study in the draft Program Environmental Report (dPEIR) prepared for the Village Specific Plan indicates that under typical traffic conditions, Camino del Mar exceeds capacity, resulting in congestion.

To maintain reasonable traffic flow along Camino del Mar and minimize impacts on surrounding neighborhood streets and pedestrian zones, improvements to the corridor will be necessary with or without the projected Village development. With the additional build-out of the private properties anticipated in the Specific Plan, as well as development in surrounding areas, the anticipated traffic along Camino del Mar is projected to rise to 26,000 vehicles per day, an increase of 40% from 2012 traffic volumes. As a result, the Village Specific Plan considered several roadway design alternatives including:

1. Maintaining the existing conditions with four lanes and stop signs as the status-quo (capacity at 15,500 vehicles per day);
2. Introducing signals at 11th and 13th Streets to increase traffic capacity to 30,000 vehicles per day; and
3. Narrowing Camino del Mar to two lanes with roundabouts at the 9th, 11th, 13th, and 15th Street intersections to increase vehicle capacity to 26,000 vehicles per day, increase on-street parking, and fulfill the goal of the 1976 Community Plan.

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Table IV-1, Traffic Capacity of Alternatives compares the existing and forecasted daily traffic volumes with the available capacity for the three alternatives under consideration.

Table IV-1, Traffic Capacity of Alternatives

Each of these transportation alternatives provides potential benefits to the community, but also has potential constraints. Traffic flow and capacity is one measure of operating conditions for the corridor. Based on recent changes in CEQA and the Complete Streets Act, many other factors influence the selection of the *preferred* alternative, including bicycle and pedestrian access, emergency service access, speed and safety, air quality, noise, parking, and land use compatibility. Indirect benefits and impacts are also considered. Community members perceive that alternative travel routes will be impacted with any loss of Camino del Mar traffic capacity. Members of the business community have expressed concern regarding potential economic impacts during construction of any major roadway or sidewalk improvements.

1. **Status-Quo:** Based on the existing conditions along Camino del Mar and the constrained capacity resulting from the four-way stop controlled intersections at 11th and 13th Streets, the traffic congestion during the peak hours and peak seasons will continue to grow as volumes increase in the future. As the capacity of the corridor and stop sign controlled intersections continue to be exceeded along the corridor, the duration of the congestion will lengthen and trip times will continue to increase. As the traffic volumes exceed capacity, bypass traffic could flow into nearby neighborhoods. Emissions and noise from the constant stop and go are at their highest levels when compared to the other alternatives and there are no safety benefits for the pedestrian. Conflict points for potential accidents are as high as with signalized intersections and no additional parking can be provided in the right-of-way. The existing stop signs do not have the capacity to handle the future traffic demands forecast for Camino del Mar, with or without the development anticipated in this Specific Plan.
2. **Signalized Intersections:** Converting the stop signs to traffic signals will increase the capacity of Camino del Mar to its highest level, prioritizing the automobile and traffic flow. However, there will be no increase in on-street parking or areas dedicated to pedestrian sidewalks without taking area from private properties. Emissions and noise will show some reduction over stop signs, although not to the extent of roundabouts. Speeds will increase, and there is no reduction of potential conflict points between automobiles and automobiles or automobiles and pedestrians/bicyclists.
3. **Roundabouts and Two Travel Lanes:** Roundabouts present the desirable alternative for Camino del Mar's intersections, both today and in the future. Roundabouts with one travel lane in each direction will restore portions of the public right-of-way to pedestrians, increase the number of on-street parking, reduce safety concerns and conflict points, accommodate Del Mar's emergency responders, slow the overall speed and reduce emissions and noise. (See Appendix B-2 for a case

study on roundabouts in the Bird Rock neighborhood, La Jolla, CA.) These single travel lanes with the intersection improvements can adequately carry the projected traffic. (See Appendix B-3 for roundabout safety and vehicular emissions analyses.) With all these factors, roundabouts show more benefit than the status quo of four-lanes with stop signs and signalized intersections. Roundabouts would be the most expensive alternative, but the long-term operating costs are typically less than the traffic signal alternative.

Table IV-2, Camino del Mar Alternative Configuration Evaluation tabulates the evaluation criteria and the comparative analysis of each alternative.

Table IV-2, Camino del Mar Alternative Configuration Evaluation

4.3.3 Circulation Implementation Strategies

Camino del Mar: The current configuration of four-lanes with stop signs is dysfunctional and will continue to fail. The severe impacts on the quality of life in Del Mar's Village and neighborhoods also will continue. While providing additional capacity, traffic signals do not provide many other benefits, especially for the pedestrian and parking accommodation. The Fire Marshal has indicated ~~their~~his preliminary acceptance of roundabouts, indicating that through proper design, fire apparatus can negotiate the intersections and travel ways adequately. Although it has cost and construction impacts, the two-lane with roundabout configuration has the potential to provide the greatest benefit to the community from safety and quality of life standpoints. It fulfills an objective of the 1976 Community Plan, with a stated goal of encouraging pedestrians and discouraging high-speed traffic and impacts. The Community Plan Priority and Implementation action recommends reducing travel lanes to one in each direction, which this action would realize.

- Redesign Camino del Mar to be a two-lane collector with roundabouts to replace the controlled intersections. Roundabouts are envisioned at the intersections of 9th, 11th, 13th and 15th Streets (Figure IV-3 Camino del Mar Roundabouts.). This concept will be refined through a Capital Improvement Project.
- Refine the conceptual design shown in Appendix B-5 ~~through~~with a process of community input and full engineering analysis to determine the final configurations, alignments and design. Consider modified roundabout designs or locations where constraints dictate.
- Perform detailed analysis of:
 - Emergency vehicle access and circulation;
 - Emergency evacuation;
 - Bus circulation;
 - Loading and deliveries;

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- o Diagonal parking ingress and egress; and
 - o Dropped lane merging.
- Refine the conceptual design to ensure that a minimum of 20 foot clearance is provided for emergency vehicle access, and that all refined design receives Fire Marshal review.
 - Incorporate a public participation program into the refined design process, and include members of recognized bicycle, pedestrian and disabled access coalitions to provide input and recommendations.
 - Develop a simulation of traffic flow as part of the testing of refined design. The replication may simulate the speed and the capacity of the roundabouts by eliminating the traffic controls (stop signs or signals) without physically constructing an in-situ roundabout.
 - Ensure that all designs are developed to current American with Disabilities Act standards and provisions to emergency and safety vehicles.
 - Design Camino del Mar as a "green street" with low impact design (LID) measures that promote sustainable objectives, improve water quality, reduce water runoff, sequester carbon emissions, reduce glare and noise, increase permeability, decrease potable water usage, and otherwise improve sustainability.
 - As part of the conceptual design and construction plans, prepare a design plan for landscape, street furniture, lighting, public signage, paving and other design features as necessary to enhance the Village.
 - Develop a detailed phasing plan for implementation and construction, as part of the Capital Improvement Plan. This phasing plan must be developed in conjunction with business and property owners.
 - Develop a Construction Outreach Notification Effort (C.O.N.E.) program in concert with the business owners to ensure construction efficiencies, minimum disturbance to business establishments, and adequate notification and alternative arrangements in advance and during construction activities. This Program will also be an opportunity for property owners to coordinate public improvements with potential private realm improvements.
 - Include the following elements at a minimum, in the C.O.N.E. program:
 - o An assessment of the existing sidewalks that could remain in place to the degree possible, in order to limit impact on access to commercial establishments;

- Temporary signage programs to identify and advertise businesses open during construction;
- Continual pedestrian access to storefronts;
- A temporary parking program to replace displaced parking during construction activities;
- A detailed implementation schedules to limit construction to off-peak times as feasible;
- Thresholds for contractor performance to limit the construction time and its impacts; and,
- A block by block program, in unison with affected business and property owners, for outreach and communication.
- Modify the adjacent lanes and transitions, including signals both north and south of the roundabouts as appropriate. Include:
 - Modifications to the signal timing at Del Mar Plaza/L'Auberge Del Mar entry to modulate traffic in conjunction with the roundabouts, including limiting the effect of right turning vehicles on the signal operation;
 - Modifications to the transition area between 8th Street and 4th Street to transition southbound Camino del Mar single lane travel to the through-lane and left turn lane at the Del Mar Heights Road and transition to northbound right turn lane from Del Mar Heights Road to the merge lane into the single lane along Camino del Mar approaching 7th Street.

Local Streets:

- ~~Increase the City of Del Mar's annual traffic monitoring along local streets and potential bypass routes to a quarterly monitoring program in order to determine the baseline traffic volumes during the design phases of Camino del Mar.~~
- ~~Assess quarterly traffic monitoring along the potential bypass routes once the Camino Del Mar initial improvements have been constructed. The counts will be coupled with travel time and speed surveys to assess any potential diversion or impacts to the local collector roads that provide alternative access to Camino Del Mar. The traffic monitoring program shall continue for a period of two years following the completion of the improvements to Camino Del Mar.~~
- ~~Initiate efforts to offset impacts in the event that the traffic monitoring program reveals measurable and significant changes in traffic volume or speed along Luneta Drive, Stratford Court or Crest Drive. The routes will be evaluated for traffic calming measures or other intersection or road improvements that are intended to discourage cut through traffic on the local collector routes without limiting access to the residences that rely on these roads.~~
- Ensure the final design of the Camino del Mar Streetscape improvements reduces the possibility of through traffic diverting from Camino del Mar to the residential side streets to the degree possible.
- Maintain the weekday, afternoon traffic control that prevents left turns from northbound Camino del Mar, as long as it is effective in reducing by-pass traffic onto Stratford Court.
- Conduct baseline traffic counts for a minimum of six months prior to implementation of Camino del Mar streetscape improvements to sample both high- and off-season traffic volumes on Stratford Court, Crest Road, Luneta Drive, and Ocean Avenue.

- Conduct traffic counts for a minimum of six months following implementation of Camino del Mar streetscape improvements to sample both high- and off-season traffic volumes on Stratford Court, Crest Road, Luneta Drive, and Ocean Avenue.
- Implement additional traffic calming measures, such as signage, restrictions, chokers, speed humps, intersection reconfiguration to reduce cut-through traffic if sustained changes in traffic volume occur that are determined to be attributable to cut-through traffic and are determined to be significant by the City Engineer. A preliminary assessment and thresholds are outlined in Appendix B. Mobility.
- Additional traffic calming measures shall be reviewed by the affected residential community for input prior to installation.
- Establish a mitigation funding 'bank' of up to \$100,000 as part of the Camino del Mar streetscape capital improvement project. This mitigation funding bank is set aside for implementation of neighborhood traffic calming measures should the need arise.

Alleys:

- Maintain Del Mar Lane and Maiden Lane as service access and on-site public/private parking for adjacent commercial property.
- Conduct periodic reviews of traffic volumes along the alleys as new development occurs along Camino del Mar to ensure that parking access is maintained.
- Provide review of alley conditions during each adjacent development project review. Consider the lines-of-sight for alley access, any necessary grading or paving improvements; pedestrian access-ways and traffic calming as necessary.

4.4. BICYCLE CIRCULATION

4.4.1 Existing Context

Del Mar's Village is well suited for bicycle through-travel along the north-south corridor, but because of steep topography, it is less suited for east-west travel. The north-south bicycle route along Camino del Mar is relatively flat and the scenery makes it an attractive route to ride. The entire corridor is used for recreational cycling along the coast, as well as commuter traffic between the coastal cities and Torrey Pines Mesa, south of Del Mar. Cyclists can often be found resting at Del Mar's coffee shop or cafés.

Camino del Mar includes 5-foot wide striped bicycle lanes (Class II) throughout the entire study area. According to bicycle traffic counter data, Camino del Mar bicycle lanes average 362 bicyclists daily, and of those 46% (166) were riding southbound and 54% (196) northbound. Saturdays record the highest amount of cyclists, with averages around 750 riders.

Between 2003 and 2011, 12% of all reported traffic accidents along Camino del Mar involved bicycles. The relatively high speed of vehicular traffic and the confined spaces within the Village are factors in

these accidents. Stratford Court is more likely to be used for family cycling, especially with children, due to the much lower volumes of traffic.

Currently there are only two bicycle racks in the right-of-way, both near 15th Street. Additional, well-spaced racks and bicycle storage would encourage cyclists to stop and spend time in the Village.

4.4.2 Bicycle Implementation Strategies

Bicycle lanes:

- Maintain Camino del Mar bicycle lanes adjacent to both the north and southbound vehicular travel lanes, at a minimum of six feet in width.
- Engage the San Diego Bicycle Coalition or other appropriate representative body in the final design of the Camino del Mar streetscape improvements.

Bicycle racks:

- Install bicycle racks throughout the commercial area in the public right-of-way in order to encourage cyclists to conveniently access Del Mar Village and safely leave their bicycles while they take advantage of shopping, dining, or employment opportunities.
- Encourage bicycle racks on every block and racks to accommodate a minimum of ten bicycles per block. For a coordinated design, the Del Mar Village Association has initiated the purchase of bicycle racks that complement the existing benches and the waste/recycle receptacles.
- Require all private properties to provide a minimum of three bicycle stalls with their parking provision. Require bicycle racks to be sited so as not to obstruct either pedestrian or vehicular activity and located in well-illuminated and observable locations to reduce theft or vandalism.
- Encourage bicycle racks to be placed in visible locations to promote their use.

4.5. TRANSIT

4.5.1 Existing Context

Bus Transit: The North County Transit District (NCTD) operates bus Route 101 along Camino del Mar and is the only public transit route in Del Mar. Route 101 begins in the University Town Center area of San Diego and runs north nearly 20 miles to Oceanside. Both terminuses are major transfer points for Coaster, Sprinter, Amtrak or other bus routes. A future trolley route is proposed to intersect with the Route 101 bus line near the University of California at San Diego (UCSD). Bus stops are located at 9th, 13th and 15th Streets in both northbound and southbound directions (Figure IV-4, Bus stop locations). Bus stops are less than 700 feet apart, ensuring that the maximum walking distance is two blocks between stops. Most bus stops contain a bench and the stops are located at the curb line rather than in a pull-out. There are no bus shelters within the Specific Plan area. Currently, bus service service headways are half-hour intervals, but are planned to increase to fifteen minute intervals in the

2050 Regional Transportation Plan (RTP). No other public transit services, except for taxis, are provided within the City of Del Mar, including in the east-west directions.

Shuttle: The 22nd Agriculture District, governing body of the Del Mar Fairgrounds plans to initiate shuttle service between the Fairgrounds and Del Mar's restaurants during the 2012 summer fair and horserace season. The intent is to shuttle passengers from the fair or races to Del Mar restaurants and shops, to avoid having to drive between the two. The shuttle will leave the Fairgrounds south along Jimmy Durante Boulevard to Camino del Mar, turn west at 15th Street and north at Coast Boulevard north to Via de la Valle. Shuttle stops are planned at 15th Street and nearby Powerhouse Park.

Currently, Del Mar Community Connections, a senior services organization, provides rides and a shuttle for their clients. This service can be used to transport senior residents in the community to events, destinations or activities in the Village.

Rail Service: The NCTD rail line which carries Amtrak and Coaster services passes through Del Mar but does not stop. The tracks parallel Camino del Mar along the ocean bluffs. The historic train station at Coast Boulevard near 15th Street no longer provides passenger service. The nearest rail station is located at Cedros Avenue and Lomas Santa Fe Drive in the City of Solana Beach, 2.5 miles north of the Village.

4.5.2 Transit Implementation Strategies

Increasing use of transit services decreases auto trips and congestion, reduces parking demand, and lessens the greenhouse gas emissions. Additional transit service should be encouraged. Transit ridership should be convenient and comfortable. Stops should be designed for safety and passenger comfort.

Bus Service:

- Maintain the current bus stops within the Specific Plan area and ensure that the design of Camino del Mar adequately provides for bus turn-outs so as to avoid blocking through traffic.
- Provide benches and trash/recycle containers at all bus stops.
- Encourage signage to be interactive, indicating arrival times for the next bus. This signage could also serve to advertise local businesses and destinations within Del Mar and provide directory maps of the Village.

Shuttle Service:

- Encourage the Del Mar Fairgrounds shuttle to be maintained to address the high visitor volumes in Del Mar during Fair and Race seasons and enable patrons of the Fair or Races to visit Del Mar Village establishments.

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- Encourage a parking shuttle. With the completion of a proposed parking structure at 11th Street and Camino del Mar (City Hall site), a joint public/private partnership should be explored to operate a shuttle between the parking structure(s); various destinations and the business establishments.

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5.1 LAND USE

5.1.1 Introduction

The existing types and distribution of land uses in the Village have evolved over the development history of Del Mar as described in Chapter I - Introduction. This Chapter, addressing land use and development goals, establishes the framework for development in the private properties within the Village Specific Plan. The fundamental concepts for the private properties, including the types, intensities, and distribution of land uses intended to accomplish the land use goals and objectives of the Village Specific Plan are described in this Chapter. These concepts provide the foundation for the more detailed land use regulations and development standards that are established in Chapter VI.

The Village Specific Plan establishes five objectives to guide the private development.

Objective 1. Create land use and development standards incentives that will result in an attractive and vibrant, pedestrian-centric mixed-use commercial district for Del Mar that will be both a destination for visitors and a commercial, cultural and community resource for residents.

Objective 2. Encourage a healthy mix of land uses by promoting residential and lodging uses in the Village, while maintaining the existing amount of office uses, and increasing retail opportunities.

Objective 3. Balance the benefits between increasing the development potential for intensification ~~benefiting the commercial properties~~ with and the public benefits for the entire community.

Objective 4. Allow additional uses on the Public Facilities parcels so that they can be developed with mixed use projects ~~that will provide buildings and uses designed to contribute to the attractive, pedestrian-centric character of the Village and provide exceptional public benefits such as~~ additional benefits such as additional public parking.

Objective 5. Control the ~~private development~~ on private parcels to ensure that commercial development is compatible with the existing commercial and residential character of Del Mar; especially with respect to the adjoining residential development.

5.1.2 Land Use Mixture

Existing Context

The parcels in the Village Specific Plan area ~~are currently designated in the Community Plan as~~ have two Land Use Categories in the Community Plan: Central Commercial and Public Facilities. Each Land Use Category is regulated by ~~either the Central Commercial Zone or~~ and the Public Facilities Zone, respectively.

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In addition, the Village Specific Plan includes three previously approved Specific Plans; Garden Del Mar Specific Plan, Del Mar Hotel Specific Plan (L'Auberge Resort) and Del Mar Plaza Specific Plan (Del Mar Plaza). The Garden Del Mar Specific Plan is included in the Central Commercial Land Use Category and the Central Commercial Zone. The Hotel Specific Plan is in both the Central Commercial and High Density Residential Zone. Both the Hotel and Plaza Specific Plans have their own individual Land Use Category and Zone. Two parcels have a Historic Preservation Overlay Zone designation - Stratford Square (1438-54 Camino del Mar) and the Del Mar Library (1309 Camino del Mar).

The Zones currently regulating the land uses for the parcels in the Specific Plan area are shown in Figure V-1. Land uses in specific plans are regulated by the individual specific plans rather than the Zoning Ordinance.

Central Commercial

Existing Central Commercial Land Use Category: The Community Plan, as amended in 1985, designates most of the area included in the Village Specific Plan as the Central Commercial District. This category is intended to allow activities that would preserve and enhance the Village Center District of Del Mar and permit uses that would include pedestrian oriented retail activities and a limited number of offices.

Existing Central Commercial Zone: The Del Mar Zoning Ordinance designates the area included in the Village Specific Plan as the Central Commercial Zone. This zone is intended to allow activities that preserve and enhance the style and quality of the village center district and is the City's principal location for retail, restaurant, personal service and office uses serving the needs of both residents and visitors. Per this zone, only one residence is allowed per parcel. The Zoning Ordinance further states that development shall emphasize pedestrians and be compatible with the intellectual, social and material needs of the community.

Public Facilities

Existing Public Facilities Land Use Category: The Community Plan designates three of the Village parcels as the Public Facilities District. This category is limited to publicly owned land to support public schools and government offices and facilities.

Existing Public Facilities Zone: The Public Facilities Zone is designed for publicly owned land to support public schools and governmental offices and facilities.

5.1.3 Horizontal Zoning

Horizontal Zoning: Horizontal Zoning draws a distinction between portions of buildings that are located at street level and directly adjacent to either Camino del Mar and/or the 200 block of 15th

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Street, termed Street-Frontage Building Spaces, and building areas located to the rear of, above or below those spaces, termed Non-Street Frontage Building Spaces. The uses allowed in street-frontage building spaces, ~~which are the building spaces fronting Camino del Mar and 15th Streets at street level,~~ are the types of uses that attract the most interest from pedestrians. These uses are limited to Community Services/Cultural, Personal Services, Restaurant and Retail Uses through Horizontal Zoning provisions established in the Del Mar Municipal Code. Office and residential uses, which create little or no interest to pedestrians, are not allowed in street-frontage building spaces. Horizontal Zoning was introduced in 2008 to reduce or eliminate the proliferation of office uses that were replacing retail uses in street-frontage building spaces.

5.1.4 Land Use Implementation Strategies

The objective of the Village Specific Plan is to promote a vital pedestrian oriented Village that is supported by appropriate land uses. Rather than restrict residential, the Specific Plan is encouraging both multi-family residential and lodging as part of the mixed use fabric. Multi-family residential and lodging uses would contribute to the vitality and pedestrian character by increasing the number of residents and visitors within easy walking distance; would increase the number of potential customers for the Village businesses without producing additional traffic; would introduce a new, potentially economically viable and desirable use; and would offer alternative residential and lodging opportunities.

The Village Specific Plan establishes a Mixed-Use Zone for the entirety of the district. The Mixed-Use zone would allow commercial, retail, personal services, multifamily residential, lodging, open space and parking as its primary uses. The allowed Mixed-Use Zone isuses of the Mixed Use Zone are further defined in Chapter VI.

Development is capped at the maximum development capacity as established by this plan in Table V-1. In addition, thresholds for development review are established in Chapter X, Implementation.

Table V-1, Maximum Development Capacity

In addition, the allowed land uses in the Mixed-Use Zone would be overlaid with the Public Facilities Zone. This maintains the civic use of the government land and ensures that adequate zoning is in place if the public properties are disposed or redeveloped through either Federal or local processes, and allows that the existing civic uses continue on these properties. The uses allowed by right or with a Conditional Use Permit approval are described as ~~objectives~~ in this Chapter and are further defined in Chapter VI and illustrated in Table V-1.

- Allow a maximum residential density of 20 dwelling units per acre up to the maximum number of units allowable by the Plan.

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- Allow residential and lodging uses in non-street-frontage building spaces up to the maximum allowable by the Plan.
- Allow various forms of high-density residential units, including senior housing, apartments, condominiums, affordable housing or other similar types.
- Allow the type of mixed-use known as a live/work space. This use is a retail or office space at street level with a dwelling unit for the owner or operator of the business above. The dwelling unit is typically accessible directly from the business space. In a live/work space, only the retail use will be allowed in the street-frontage portion of the building as required by horizontal zoning.
- Require that the design of mixed use projects protect residential uses from potential noise, odor, vibration and other impacts associated with the operation of the other non-residential uses.
- Require that Design standards shield adjacent private outdoor areas that could be publicly viewable from these mixed-use residential units.

The Village Specific Plan redefines and allows some additional land uses in street-frontage building spaces that are not currently allowed. These would include: retail banking (not general financial institutions) and the entryways, ~~and~~lobbies or public areas for residential and lodging uses. The intent is to allow certain additional uses that contribute to pedestrian activity and interest in street-frontage building spaces with appropriately designed building facades. Residential and lodging uses, excluding their public areas, would be allowed in non street-frontage building spaces with access from street-frontage building spaces as described in Chapter VI.

5.2 DEVELOPMENT STANDARDS

5.2.1 Introduction

Since 1985, except for the horizontal zoning restrictions added in 2009, Del Mar Village has remained largely unchanged in terms of zoning or allowable uses. During this time many surrounding communities have revitalized or added successful retail centers that compete with Del Mar for retail shopping and services. Many aging buildings in the Village that serve as the focal point of the community's social, cultural and commercial life have become commercially non-competitive. Uses within the Village are disproportionately distributed. Portions of the Village, especially at the intersection of 15th Street and Camino del Mar, are seen as ~~more~~successfully. Other portions have languished. Opportunities exist for the remainder of the downtown to become a ~~more~~attractive, vibrant, and have pedestrian-centric mixed-uses. Replicating the characteristics of the successful northerly portions of the Village in the southerly portion would encourage this potential and could have a positive economic effect on both the businesses and public revenues.

One of the purposes of the Village Specific Plan is to encourage mixed-use development by redefining development standards in a manner that will attain the Community Plan objectives of a pedestrian

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oriented, economically viable and attractive area that is well integrated into the residential fabric of the community. A well-functioning downtown has a balance of retail and restaurant uses with a mix of residential, lodging, office, and personal service uses that complement and support the economic viability of the retail.

The fundamental development concepts for the private realm are intended to accomplish the development goals and objectives. These include the location, form, height, and size of buildings, which define the limits of bulk and mass. These concepts provide the foundation for the more detailed land use regulations and development standards that are established in Chapter VI. Information on existing conditions for each of the parcels in the Village Specific Plan is in Appendix C-1.

Objective 1. Establish controls on the building bulk, mass and scale to maintain the traditional low-scale massing of the Village, protect adjacent residential properties, and produce a lively public realm.

Objective 2. Establish incentives for the creation of an attractive and vibrant, pedestrian oriented mixed-use commercial district for Del Mar that serve both visitors and residents with retail, and cultural and community center uses for residents.

Objective 3. Strengthen the relationship between the public sidewalk and the private development by promoting a welcoming environment for pedestrians.

Objective 4. Allow limited increases in the allowable floor area of buildings to promote the redevelopment of aging or underutilized properties and accommodate additional area for residential and lodging uses while retaining the traditional low-scale and massing of buildings and protecting the public views of the ocean that help to define the unique character of the Village.

Objective 5. Realize desirable and exceptional public benefits, such as the preservation or creation of new public views or public plazas, the provision of additional public parking or affordable housing, in exchange for an increase in development potential on the private property.

5.2.2 Build-To Line

Existing Context

The existing Central Commercial Zone allows a building to be located anywhere on the parcel in relation to the public sidewalk. As a result, the location of buildings has varied significantly during the development history of the Village. With the exception of the buildings on near Camino del Mar and 15th Street in the northerly portion of the Village, the building fronts are set back from the public sidewalk. This creates a weak relationship between pedestrians and the buildings and inhibits a pedestrian-centric environment. Early development in the vicinity of 15th Street and Camino del Mar, many built in the 1920s, established a consistent building front adjacent to the public sidewalks.

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Subsequent development south of 13th Street was located at varying distances from the public right-of-way to allow for on-site or Town and Country parking. Many buildings are not designed for the products or services offered to be easily visible and accessible by pedestrians moving along the public sidewalk. Physical and visual barriers such as parking lots, blank walls, garden walls or stairways separate pedestrians from the buildings or viewing the products or services offered.

Build-to Line Implementation Strategies

Successful Village and commercial districts have a strong and direct relationship between the public sidewalk and the commercial buildings and businesses. This relationship is created by placing the commercial buildings close to the sidewalk and designing the building façade with transparent “display windows” and a welcoming entrance into the building. Pedestrians can see what is offered in the establishment and easily access the building. A “build-to line” delineates that buildings or portions of buildings may not be located further back from that line.

- The Specific Plan establishes a “build-to line” at the front property line facing Camino del Mar. The Camino del Mar level or ground floor of the buildings would be required to locate 80% of their building facades at their Camino del Mar or 15th Street property line. See Figure V-2 Build-to Line.
- Exceptions would be made for public areas, such as outdoor dining terraces, outdoor display areas, paseos or plazas.
- The Design Review Board, using Design Guidelines which will be appended to this document subsequent to approval, would review and evaluate the effectiveness of a building façade in creating this welcoming relationship between pedestrians and buildings.

5.2.3 Building Height

Existing Context

Properties fronting the east side of Camino del Mar are allowed a building height of 26 feet measured from Camino del Mar. The maximum height in the adjacent residential zones (RC Zone; R2 Zone and RM Central Zone) is also 26 feet. However, fronting the west side of Camino del Mar building heights are limited to a maximum of 14 feet above the Camino del Mar level. This was established to keep a low scale along Camino del Mar, prevent a “canyon-effect” and parallel the natural topographic grade which varies from 8% to 12%. Currently, ~~70~~64% of the structures on the west side of Camino del Mar are nonconforming in that they already exceed this 14 foot building height restriction.

While the original intent of the stepping heights was to avoid the “canyonization” of Camino del Mar and to follow the natural topographic slope, it has become a disincentive to creating the desirable building forms and private renewal. As a result of the height restrictions, many existing structures on the west side are often low, deep, and flat roofed buildings not suitable to the required retail uses.

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Restricting buildings to 14 feet in height did not provide additional pedestrian views westward from Camino del Mar sidewalks. Sidewalks are still shaded during the afternoon (winter solstice and equinoxes) by 14-foot buildings (See Appendix C-2, Camino del Mar Pedestrian Zone Shadow Study). One-story building restrictions, even with lower levels that some properties afford, create a disincentive for property owners to redevelop, especially where they are nonconforming. Such nonconforming structures can be replaced with only buildings of lower height under the 14-foot height limit regulations. To protect and open views, and to enhance the pedestrian experience, the Village Specific Plan is establishing alternative incentives to attain the pedestrian objectives and protect views.

Building Height Implementation Strategies

To promote private development and desired uses, the Village Specific Plan increases the allowed height, promotes roof articulation, protects private and public views with the Design Review process and requires stepping the building down with the natural grade to the adjacent residential dwelling units.

- Allow Camino del Mar west side maximum building height to be 26 feet, the same limit as the east side of Camino del Mar. Building height will continue to be measured from the sidewalk elevation of the Camino del Mar side of the building. (Figure IV-3, Building Height)
- ~~Allow~~ Require roof articulation ~~through an additional four feet of maximum building height for properties on both sides of Camino del Mar within the 26-foot height limit.~~ Articulated roofs create architectural interest rather than having a consistent row of identical 26-foot tall flat-roofed buildings.
- ~~Require a view assessment to prevent impairment of public views and unreasonable infringement of scenic views from primary living area of nearby residents on a project-by-project basis as a part of the Design Review process. The building height increases from 14 feet to 26 feet on the west side of Camino del Mar, as well as the additional four-foot height articulated roof projection that is subject to review and approval by the Design Review Board for its architectural design and protection of existing views from nearby residences and public areas.~~
- Establish a periodic review of the cumulative height to monitor the increase of overall height on the west side of Camino del Mar.

To prevent the appearance of a three-level building height when viewed from the westerly alley (Del Mar Lane) and adjacent residential areas, ~~stepbacks for the upper level are~~ height restrictions are required as described below in Building Setbacks and Stepbacks for the portions of the property adjacent to adjacent residential or residential/commercial zones.

- Require a maximum height of 26 feet on all properties or portions of properties within 50 feet of an adjacent residential or residential/commercial zone.

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5.3 BUILDING SETBACKS AND STEPBACKS

Existing Context

Buildings in the Central Commercial and Public Facilities Zones are required to be setback a minimum of 10 feet from adjacent residential zones. There are no other building setbacks or any stepbacks required in the Del Mar Municipal Code for this zone. Setbacks and stepbacks are used to create desired architectural building forms by defining the building parameters. They are used to buffer and protect privacy and views. ~~Setbacks are the delineation of the minimum distance from a property line a that the ground floor of a building is allowed to be located in relationship to the property line.~~ Stepbacks are ~~additional distances, required on the upper levels, to be established beyond the ground floor level~~ require the upper floor of a building to be located farther away from the property line than ~~the ground floor setback.~~

Setbacks and Stepbacks Implementation Strategies

Building setbacks and stepbacks will maintain the existing separation between uses in the Village and adjacent residential uses, protect existing privacy for the residential uses adjacent to the Village, and protect or enhance the view corridors from the Village to the ocean. Proposed setbacks and stepbacks are generally described in this Chapter, ~~and defined in Chapter VI defines setbacks and stepbacks and illustrated summarizes the required dimensions in Table VI-2, Building Setbacks, Stepbacks and Build-to Line.~~ They are graphically illustrated in ~~and Figure VI-1, Build to Line / Setbacks and Stepbacks.~~

- ~~Require Maintain~~ the existing 10-foot building setback between uses in the Village and any residential property located outside the Plan area. In most of the Village, the alleys that parallel Camino del Mar create a 20-foot buffer from adjacent uses. No additional setback for buildings in the Village will be required from the alley (Figure V-4 Building Setback).
- ~~Require an additional 20-foot building stepback from the alley for the upper levels of buildings on the west side of Camino del Mar. This stepback will reduce the visible height of the rear portion of the building, guard against privacy impacts to adjacent residential uses, and prevent unreasonable blocking of sunlight from adjacent residences, and provide an additional public benefit (Figure V-5 Building Stepback-rear). See Appendix C-3 Shade and Shadow Analysis on Adjoining Neighborhood.~~

~~Require the upper levels of buildings on corner properties with frontage along both Camino del Mar and a side street at side street corners with Camino del Mar to maintain an additional 10-foot stepback from the side streets that lead to the ocean to preserve and enhance the of the ocean from the Village with the ocean. This upper level building stepback will expand and preserve wide public view corridors to the ocean and be a public benefit (Figure V-6 Building Stepback-side street -stepbackfeet).~~

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- Corner setbacks (minimum 10 feet on the Camino del Mar and side street frontages) at buildings located at street intersections will create additional public use areas at street corners and provide additional openness for scenic views down side streets to the ocean, and will provide an additional public-benefit to the community by expanding existing view corridors (Figure V-7 Corner Setback).

5.4 FLOOR AREA RATIO

Existing Context

Floor area ratio (FAR) is the ratio between the overall site area and the amount of building area. The current floor area ratio is 0.45 for properties within the Central Commercial Zone. As an example, this allows a building area of 4,500 square feet on a parcel with 10,000 square feet, or a building that is 45% of the gross parcel area. FAR is used to regulate the mass and bulk of the buildings. The Public Facilities Zone does not have a designated FAR.

Del Mar's current 0.45 commercial FAR is the same or smaller than the FAR allowed for residential zones in the areas adjacent to the Village. As a result, buildings of less than one-half of the site area are required. Many of the existing properties, such as Stratford Square, the former market at 1412 Camino del Mar (now retail), or the former garage at 1302 Camino del Mar exceed the allowable 0.45 FAR. Yet these buildings have been identified during Community Conversations as being desirable in creating character and form and supportive of the pedestrian environment. In addition, 40~~54~~54% of the existing buildings in the Village already exceed the 0.45 FAR limitations. The current 0.45 FAR is a severe disincentive for redevelopment. Other than minor repairs, these existing buildings cannot be rebuilt or replaced at their present size and currently can only be replaced with structures containing less area than they currently possess.

Many small-scale village areas similar to Del Mar allow higher floor area ratios. The City of Carmel-by-the-Sea has a range of FAR between .95 and 1.35, with bonuses of up to 1.50 FAR. The Cedros Design District in Solana Beach has a 1.0 FAR. A greater FAR allows more building variation, larger retail and spaces and opportunities for a mix of commercial and residential uses. The low FAR in the Village does not allow fair economic return for property owners to renew their properties and compete with nearby commercial areas.

Floor Area Ratio Implementation Strategies

The Village Specific Plan creates incentives to redevelop and revitalize existing buildings by increasing the baseline FAR from 0.45 to 1.00. This increase in FAR will allow Village property owners to compete with nearby commercial areas and maintain their retail presence in Del Mar. Instead of only controlling mass and bulk by FAR, the low scale and massing of the Village will be maintained and even enhanced by an improved relationship between the buildings and the sidewalk and by requiring the additional setbacks

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and setbacks addressed in the previous strategies. In all cases, these regulations require design review for view protection and improved designs of building façades.

- Allow the maximum baseline FAR to be 1.00.
- Allow modest increases to floor area ratios above 1.00 where a project provides Exceptional Public Benefits, as further described below and in Chapter VI. The maximum allowed FAR, with Exceptional Public Benefits, would be 1.50 FAR.

5.5 EXCEPTIONAL PUBLIC BENEFITS

Existing Context

The traditional zoning development standards for the Village specify minimum and maximum values. No ability or flexibility is provided to encourage uses or development that would result in exceptional public benefits or improvements such as those included in other specific plans approved along Camino del Mar.

Exceptional Public Benefits Implementation Strategies

A variety of development incentives will encourage property owners to provide desirable eExceptional desirable pPublic bBenefits above and beyond the allowed baseline floor area ratio.

Allow incentives of modest increases in FAR for the following exceptional public benefits:

- ~~e~~ Creation or maintenance of a significant public view corridor;
- Affordable Housing;
- Public parking in excess of required parking; ~~required for the proposed use and for underground parking struc~~
- ~~Exceptional improvements in the public realm (such as open spaces or plazas); and~~
- ~~e~~ Buildings that include exceptional sustainable features; and
- Publicly accessible private open spaces/plazas that enhance the public realm.

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6.0 PURPOSE (~~VSP.010 Purpose~~). The purpose of the development standards set forth in this Chapter is to implement the policies of the Village Specific Plan (VSP). ~~The Village Specific Plan (VSP) is an expression of the community's vision for Del Mar's Village Area. It is intended to implement the goals and objectives of the Del Mar Community Plan, as amended in the 1985 Community Development Element, to create a vibrant pedestrian-oriented downtown. This Chapter describes the relationship of these regulations with those of the Del Mar Municipal Code (DMMC), previously adopted Specific Plans, the Del Mar Local Coastal Program and the properties currently in the Public Facilities Zone. It also describes how sustainability and accessibility are implemented. This Chapter sets forth the allowed uses and their allowed locations, and the standards for development of properties in the VSP including The development standards address issues such as building locations; build-to-lines; and setbacks and stepbacks; maximum floor area ratios; and building heights; allowed encroachments into City rights-of-way; parking and development review processes; site design requirements. The last Section regulates non-conforming uses and structures.~~

6.1 GENERAL PROVISIONS

6.1.1 ~~VSP.020~~ Applicability of Village Specific Plan Standards.

A. Unless otherwise specified, the provisions of this Chapter shall be applicable to all properties within the geographic area of the VSP. Some of the development standards contained in this Chapter supplement or replace those found in other Chapters of the Del Mar Municipal Code (DMMC). Some of the development ~~regulations~~ standards also provide a process and ~~standard~~ criterias for review ~~for~~ of requests for relief from the ~~regulations~~ standards themselves.

B. Unless specified in this Chapter, the other provisions of the Del Mar Municipal Code shall also apply in the VSP. However, where there is a conflict between the provisions of this and other Chapters of the DMMC, the provisions of this Chapter shall prevail.

6.1.2 ~~VSP.030~~ Continued Applicability of Previously Adopted Specific Plans.

A. For those properties that were subject to adoption of a separate Specific Plan prepared pursuant to ~~then-existing~~ Del Mar Municipal Code Chapter 30.54 (Measure B), identified as the Del Mar Plaza, the Del Mar Hotel and the Garden Del Mar Specific Plans, the provisions of those previously adopted Specific Plans shall continue to apply, except as noted in this Chapter. The geographic areas of those previously adopted Specific Plans are noted on maps in the VSP with an overlay zone designation for the corresponding Specific Plan. The previously adopted Del Mar Plaza, Del Mar Hotel and Garden Del Mar Specific Plans are incorporated into the Village Specific Plan by reference and are amended as follows:

B. A Specific Plan previously adopted pursuant to ~~then-existing~~ Del Mar Municipal Code Chapter 30.54 (Measure B) may be amended in accordance with the ~~standards and procedures~~ Process for Amendment to the Village Specific Plan, as contained in Chapter XII of the VSP.

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C. The provisions of this Chapter shall apply to the approximately 12,000 sq. ft. property located southeast of the intersection of Camino del Mar and 15th Street (APN 300-03-82). The site was originally included in the ~~1986 Del Mar Plaza Specific Plan~~. However, ~~the structures on the site were built prior to the adoption of the Plaza Specific Plan. Those structures, and subsequent construction proposals, were reviewed for conformance with the development regulations of the Central Commercial Zone rather than those of the Plaza Specific Plan. With the assignment of the Village Specific Plan land use designations to the other properties in the Central Commercial Zone, it is now appropriate to apply the Village Specific Plan designation and its development regulations to the referenced property. Application of the Village Specific Plan's development standards, including the build-to and Horizontal Zoning regulations, will allow for the eventual redevelopment of the site in a manner consistent with the goals expressed in the Village Specific Plan for pedestrian-oriented mixed-use buildings. Application of the Village Specific Plan designation to the referenced property does not alter the requirements, development standards or other provisions of the Del Mar Plaza Specific Plan, as they are applied to the larger Del Mar Plaza Specific Plan property located at the northeast corner of the intersection of Camino del Mar and 15th Street (APN 300-03-86).~~

6.2.3 VSP.040 Compliance with the Del Mar Local Coastal Program.

All development in the Village Specific Plan shall comply with the provisions of the certified Del Mar Local Coastal Program (LCP) and any amendments thereto, ~~as certified by the California Coastal Commission.~~

6.2.4 VSP.050 Design Review.

A. ~~All development in the VSP shall be subject to compliance with the applicable standards of review and review processes contained in the City of Del Mar Design Review Ordinance, DMMC Chapter 23.08 and any amendments thereto, as it may be amended from time to time by resolution of the City Council. All actions on a Design Review Permit application shall be appealable to the City Council in accordance with the DMMC.~~

Move to Chapter V of VSP?

B. ~~Many of the development standards contained in this Chapter identify maximum or minimum required parameters for construction. However, the standards are an expression of development potential, rather than a guarantee for utilization of the identified parameters. Where the Design Review process required by the VSP and the DMMC results in a determination that a proposed project design does not achieve compliance with the provisions of the Design Review Ordinance, the project design may have to be modified in a manner that does not make full use of the development parameters identified in this Chapter.~~

6.2.4.1 VSP.060 Design Guidelines.

All development in the VSP shall be subject to compliance with Design Guidelines for the Village Specific Plan, as may be established or amended by separate resolution of the City Council.

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6.2.5 VSP.080-Interpretations of the Village Specific Plan.

~~When in the opinion of the Planning Director, it is necessary for the City to render an administrative interpretation of one or more of the provisions of the VSP, VSP; T~~the Planning Director shall have the authority to interpret the provisions of the VSP. An interpretation rendered by the Planning Director shall be posted at City Hall and on the City's web site. Any person ~~who feels aggrieved by an interpretation rendered by the Planning Director~~ may, within a 10-day period of posting of the interpretation, request that the interpretation be forwarded to the Planning Commission for consideration. Such review shall be processed in accordance with the Interpretations provisions and procedures of ~~the DMMC Chapter 30.01.020~~. The request shall be in writing and shall be accompanied by fees, as necessary, to cover the City's administrative costs of processing the request.

6.2.6 VSP.160-Public Facilities Overlay Zone.

~~This Section applies to those properties owned or controlled by a local, state or federal government agency and designated on the map of the Village Specific Plan as being in the~~having a Public Facilities Overlay designation Zone.

A. ~~Any property in the VSP owned or controlled by a local, state or federal government agency with and having a Public Facilities Overlay designation shall continue to be subject to the allowable use and development standards contained in the Chapter 30.31-Public Facilities Zoning Zone District (PF) of the DMMC until such time as either of the following events occurs:~~

A. The ownership or control of the property is transferred from a government agency to a non-government agency. At such time, the Public Facilities Zone Overlay designation shall no longer be applicable and the allowable use and development standards of the VSP shall instead apply.

B. The local, state or federal government agency makes a request, in the form of a Tier-Three Amendment to the VSP, as defined and regulated in Chapter XII of the VSP, to apply the allowable use and development standards of the VSP to the property, rather than applying those of the Public Facilities Zone.

6.2.7 VSP.430-Sustainable Development.

All new development in ~~the VSP~~ shall incorporate sustainable or "green" building practices. Sustainable building practices shall include, but not be limited to, those recommended by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Program certification or Build It Green Building Guidelines and Rating Systems, or other comparable industry standards, as may be adopted or recognized by the City of Del Mar.

6.2.8 VSP.380-Development to Comply with Accessibility Laws. All new development and construction shall comply with applicable state and federal laws regarding accessibility.

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6.2.9 VSP.360-Definitions.

A. Words, phrases and terms not specifically defined in this Chapter shall have the same definition as provided in the DMMC, or, where not defined in the DMMC, as applied in normal usage.

B. For purposes of this Chapter, the following terms shall have the meanings set forth below.

Affordable Housing - A residence or group of residences that meet State and Federal statutes for provision of housing at a restricted rate affordable to persons of extremely low, very low or low income, as such income levels are established by the State Department of Housing and Community Development (HCD) and the Department of Housing and Urban Development San Diego County Office of Housing and Community Development. Affordable Housing shall mean the same as Affordable Residential Unit.

Alley - A public or private way permanently reserved primarily to provide vehicular access to the rear or side of properties otherwise abutting a street.

Americans with Disabilities Act (ADA) – A federal statute that guarantees equal opportunity for ~~individuals with disabilities in to access public accommodations for individuals with disabilities.~~

Amplified Outdoor Entertainment - Entertainment which makes the use of any amplified loudspeaker equipment on the exterior of an enclosed building space.

Bank - An establishment empowered by state and federal government agencies to receive deposits, make loans, and provide checking and savings account services in on-site transactions.

Bar - A commercial establishment where the sale of alcoholic beverages for on-site consumption constitutes 51% or more of the operation's gross receipts.

Building Levels -

1. Building Level - Camino del Mar - That floor level of a building with frontage along Camino del Mar or 15th Street and which is closest (vertically) to the elevation of the sidewalk along the building's Camino del Mar frontage.

2. Building Level - Intersecting Cross Street - That floor level of a building with frontage along 15th Street or other street intersecting Camino del Mar and which is closest vertically to the elevation of the sidewalk along the building's intersecting cross street frontage.

See Figure VI-1 Camino del Mar/Intersecting Cross Street Building Level

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3. Building Level - Lower – That floor level of a building with frontage along the west side of Camino del Mar and which is located beneath the building's Camino del Mar Building Level, as such is defined in this Section.

4. Building Level - Upper - That floor level of a building that is located above the building's Camino del Mar Building Level, as such is defined in this Chapter.

See Figure VI-2 Lower/Upper Building Level

Bed and Breakfast Inn - A lodging establishment at which least one meal per day is provided on site to guests at no charge, other than the fee for lodging accommodations.

Brewpub - An establishment that qualifies as a restaurant pursuant to this Chapter and which also involves the on-site brewing of beer as an attendant operation. In order to qualify as a Brewpub, the on-site area used for brewing, including bottling, kegging, and packaging of beer may not exceed 25 percent of the total floor area of the premises.

~~Camino del Mar Intersecting Street - A public street within the VSP, other than 15th Street, that intersects Camino del Mar. Also known as CDM Intersecting Street.~~

Commercially Operated Parking Lot - A parking lot or parking structure operated by a non-government entity offering short- or long-term off-street parking to the general public for a fee. A Commercially Operated Parking Lot shall not include parking lots or portions thereof authorized or devoted to the provision of off-street parking required by the DMMC to serve owners, employees or patrons of an establishment(s) or to serve the public as part of a Park-Once parking requirement, as defined in the DMMC.

~~Community Service Use - An activity where the provision of information from a public agency or recognized visitor information organization constitutes 51% or more of the establishment's operations.~~

Cultural/Entertainment Use - A use where 51% or more of the establishment's floor area is devoted to the provision of cultural or entertainment activities, opportunities ~~constitutes 51% or more of the establishment's operations.~~ -Examples include, but are not limited to: museums, art and photo galleries and performance-art venues and movie theaters.

Educational Facility - An operation providing classes or training to individual students or groups of students.

Establishment - A business or facility that produces and/or provides goods or services that operates from a single physical location.

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~~Fast Food Restaurant - A restaurant that meets both of the following criteria: 1) Use of a trademark, logo, service mark or other mutually identifying name or symbol that is shared by 15 or more restaurants; and 2) use of a prescribed ("formula") menu that is substantially the same as that used by 15 or more restaurants that also share a mutual trademark, logo, service mark or other identifying name or symbol.~~

Floor Area Ratio (FAR) - A number which indicates how many square feet of enclosed building area may be constructed on a property. FAR is determined by dividing the gross floor area of all buildings on a lot by the net area of that lot.

Food Cart/Kiosk - A portable, non-motorized unit operated by a vendor for the sale of food and/or beverages in face-to-face transactions.

Horizontal Zoning Regulation - The requirements of this Chapter that regulate the allowable uses in Street-Frontage Building Spaces.

Intersecting Cross Street - A public street, other than 15th Street, that intersects Camino del Mar. Also known as an Intersecting Street.

~~Legal Non-Conforming Use - A use that was legally permitted prior to the effective adoption date of the VSP Plan but which is no longer deemed an allowed use in the location at which it is being operated.~~

Lodging Facility - An establishment offering lodging for a period of not more than 30 consecutive days. Examples of a Lodging Facility include, but are not limited to a hotel, boutique hotel, motel or bed and breakfast inn.

Live/Work Residential Unit - A residential unit in which a portion of a connected building space is used for another activity allowed by this Chapter and operated by the tenant of the residential unit. To qualify as a Live/Work Residential Unit, the building space shall meet all of the following criteria:

1. The non-residential area of the connected space does not exceed 50% of the total area of the Live/Work Residential Unit;
2. The residential portion of the Live/Work Residential Unit is not located in the Street-Frontage Building Space, as defined in this Chapter; and
3. Other than the tenant(s) of the residence, not more than five employees occupy the non-residential area of the Live Work Residential Unit at any one time.

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Mixed-Use – A building or parcel ~~that contains building spaces containing~~ a mixture of uses the allowed uses by this Chapter ~~allowed in the VSP or uses determined to be a lawfully nonconforming use.~~

Municipal Parking Lot - A parking lot or structure operated by the City of Del Mar, or designee, offering free or paid parking ~~on a short or long term basis for the general public or for uses on the site.~~

Non Street-Frontage Building Space - That portion of a building that does not meet the criteria of Street-Frontage Building Space, ~~as defined in this Chapter.~~

Office-General - ~~An facility establishment~~ where 51% or more of the it's floor area is devoted to the provision of professional, executive, management, or administrative services, constitutes 51% or more of the establishment's operations. See also separate definitions for: Bank, Office - Medical and Office - Real Estate.

Office-Medical – ~~An establishment facility~~ where the provision of outpatient medical services of a type that legally requires licensing, ~~constitutes 51% or more of the establishment's operations.~~

Office-Real Estate – ~~An establishment facility~~ where 51% of its floor area is devoted to transactions for the sale or lease of property, constitutes 51% or more of the establishment's operations.

On-Site Outdoor Dining Area - An area of a lawfully established restaurant located outside of and immediately adjacent to the enclosed area of the restaurant and where dining service is provided. An On-site Outdoor Dining Area is separate and distinct from a Sidewalk Cafe, as ~~defined and regulated by separate Chapter the DMMC 23.30.~~

Outdoor Display Area - The use of an area immediately adjacent to the exterior wall of an enclosed retail sales establishment where goods or commodities associated with the enclosed sales operation are displayed but not sold. In order to qualify as an Outdoor Display Area, the area shall:

1. Extend not more than ten feet in depth from the building face of the structure in which the associated establishment is located;
2. Extend the shorter distance of not more than 15 feet, or 25% of the linear frontage of the building face, along the structure in which the associated establishment is located;
3. Be maintained so that all displays are removed during hours at which the associated establishment is closed to the public; and

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- 4. Be operated so that all transactions are limited to the interior of the associated establishment.

~~Outdoor Sales - The operation of a retail sales activity that is separate and distinct from an enclosed retail sales establishment. Examples of Outdoor sales include, but are not limited to open-air markets and bazaars.~~

~~Paseo - An enclosed or unenclosed passageway a minimum of 10 feet in width, open to use by the general public and providing pedestrian access across a property from one public right-of-way to another or from a public right-of-way to multiple building spaces on a property.~~

~~Public Sidewalk - A pedestrian passageway located in a City right-of-way and designated for use by the general public. Unless otherwise specified in this Chapter, the term sidewalk shall mean the same as Public Sidewalk.~~

~~Personal Services Use - A commercial establishment where 51% or more of its floor area is devoted the face-to face provision of services to individual customers, constitutes 51% or more of the establishment's operations. Examples of personal service uses include, but are not limited to: hair salons, day spas, dry cleaners, pet grooming, photocopying, non-governmental postal services, travel agencies and health or physical therapy services that do not require medical licensing.~~

~~Planning Director - The Director of the Del Mar Planning and Community Development Department.~~

~~Public Facility - An institution operated by a government agency for the provision of public services. Examples of a public facility include, but are not limited to public libraries, civic offices, fire or police stations, federal postal offices and public schools.~~

~~Public Plaza - An outdoor or unenclosed area on a private property designated for and accessible for use by the general public but maintained by the private property owner.~~

~~Public Sidewalk - A pedestrian passageway located in a City right-of-way and designated for use by the general public. Unless otherwise specified in this Chapter, the term sidewalk shall mean the same as Public Sidewalk.~~

~~Residential Unit - A building, or portion thereof, containing lawfully established cooking and sanitary facilities, and used exclusively for periods of occupancy of 30 days or more by an individual or group of people. Residential unit shall mean the same as residence or dwelling unit.~~

~~Restaurant - A commercial establishment where the preparation and sale of food and/or beverages is for on-site consumption, constitutes 51% or more of the establishment's~~

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operations. Establishments where food and or beverages are sold solely for off-site consumption are not considered as restaurants, but are instead considered as retail uses.

Retail Use - A commercial establishment where 51% or more of its floor area is devoted to the sale of goods and/or commodities stored on site and sold in face-to-face transactions ~~constitutes 51% or more of the establishment's operations.~~ Examples of retail uses include, but are not limited to establishments, whose primary function is the sale of books, clothing, shoes, flowers, gifts, sporting goods, hardware, jewelry, liquor, electronics, furniture, home accessories, furnishings, and sales of food or groceries with no on-site consumption.

~~Semi-Public Plaza Open Space - An outdoor or unenclosed area on private property designated for and accessible for use by the general public but maintained by the private property owner.~~

Street-Frontage Building Space - That portion of a building on a property having frontage along either Camino Del Mar or the west side of 15th Street and which is closest in elevation to the level of the sidewalk along the property's Camino Del Mar or 15th Street frontage (see also Building Level - Camino del Mar/~~15th Street~~).

Visitor-Serving Facilities - Public and private developments where the primary function is to provide accommodations, food, and services for visitors to the community, as distinct from area residents or employees. Examples include, but are not limited to, lodging facilities restaurants, retail sales and cultural/entertainment uses.

6.3 ALLOWED USES AND LOCATIONS

6.3.1 VSP-090 Horizontal Zoning Regulations(Location of Uses).

~~In order to preserve and enhance pedestrian-oriented and vibrant commercial corridors in the Village area, This Section draws a distinction between portions of buildings that are located along the streets and sidewalks of the VSP's main commercial corridors at street level and directly adjacent to Camino del Mar or 15th Street, termed Street-Frontage Building Spaces, and building areas located to the rear of, above or below those spaces, termed Non-Street-Frontage Building Spaces. These regulations shall not apply to buildings fronting Intersecting Cross Streets. The distinction between building spaces and the limitations on their use is termed Horizontal Zoning Regulations. The list Table VI-1 of Allowed Uses and Locations contained in this Chapter identifies those uses that are allowed in Street-Frontage Building Space and those that are restricted to Non Street-Frontage Building Spaces specifies those uses that are allowed in Street-Frontage Building Spaces and uses that are allowed only in Non-Street-Frontage Building Spaces. A separate of this Chapter establishes a means by which a property owner may seek relief from the VSP's Horizontal Zoning Regulations. Another identifies those circumstances under which a use that is nonconforming with the Horizontal Zoning Regulation must be abated or may be retained.~~

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6.3.1.1 VSP.340 Relief from Horizontal Zoning Standards Regulations - Process.

The owner of a Street-Frontage Building Space may seek relief from the Horizontal Zoning Regulations of this Chapter. The request shall be in writing and shall be accompanied by fees, ~~prescribed by the City~~ as necessary, to cover the administrative costs of processing the request. The request shall be processed as set forth herein.

A. The property owner shall submit an application for Request for Relief from Horizontal Zoning Regulations, on a form provided by the City, stating the rationale for the request and the manner in which the unique circumstances associated with the property support a finding of compliance with the standards of review contained in this Section.

B. The application shall be reviewed by the City Council at a noticed public hearing conducted in accordance with the provisions of the DMMC.

C. A grant of Relief from Horizontal Zoning Regulations authorized pursuant to this Section shall be subject to such conditions as deemed necessary to implement the City's expressed goals of ~~encouraging retail-oriented commercial uses and creating a pedestrian-oriented downtown.~~

6.3.1.2 VSP.350 Relief from Horizontal Zoning Standards Regulations - Standards of Review.

A. A ~~grant~~ Grant of Relief from Horizontal Zoning Regulations shall be approved where the City Council makes all of the following findings.

1. The Street-Frontage Building Space for which the ~~Permit~~ Grant of Relief is sought is, by virtue of existing unique circumstances such as topography, building alignment or building design, constrained from being successful for one of the uses listed in this Chapter as being an allowed use in a Street-Frontage Building Space. For purposes of this Section, examples of existing unique circumstances shall include, but not be limited to, situations wherein: a) the floor level of the Street-Frontage Building Space is at an elevation differential of 36 inches or more from the level of adjacent street-frontage sidewalk measured at the entry to the building space; or b) the building face of the Street-Frontage Building Space is set back from the adjacent street-frontage sidewalk a distance of 25 feet or more;
2. The constraints identified in ~~Section 30.22.033 E-1 of this Chapter~~ above herein cannot be feasibly overcome by building or grading alterations. For purposes of this Section, the term "feasibly overcome" shall mean: capable of being accomplished in a successful manner within a reasonable period of time, taking

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into account economic, environmental, legal, social, and technological factors;
and

3. The proposed use is an allowed use in this Chapter.

B. A ~~grant~~Grant of Relief from Horizontal Zoning Regulations may also be approved for a property located in the City's Historic Preservation Overlay Zone where the City Council makes a finding that a requirement to limit the use of the Street-Frontage Building Space to uses otherwise allowed by this Chapter would interfere with or detract from the historic character or value of the property or structures thereon. In addition to the provisions of this Section, all modifications to properties located in the Historic Preservation Overlay Zone shall be subject to compliance with all applicable provisions of DMMC Chapter 30.58 - Historic Preservation Overlay Zone.

6.3.2 VSP.130 Conditional Use Permits.

Where a use identified in the ~~following Matrix~~Table VI-I of Allowed Uses and Restrictions requires receipt of a Conditional Use Permit (CUP), such CUP shall be obtained in accordance with Chapter 30.74 - Conditional Use Permits of the DMMC and shall be in full force and effect prior to issuance of a building permit or commencement of the use.

6.3.3 VSP.110 Allowed Uses and Locations.

Table VI-I ~~Matrix of Allowed Uses and Restrictions~~Locations, identifies those uses that are allowed within the Village Specific Plan, either by right, or through the grant of a Conditional Use Permit (CUP). The Table further identifies those uses that are allowed in Street-Frontage Building Spaces and those that are restricted to Non Street-Frontage Building Spaces. It also identifies uses that are subject to ~~special~~Special regulations~~Use Restrictions contained in the VSP~~ regarding the location or operation of a use. ~~The allowable uses fall into eight basic land use categories: Retail, Restaurant, Personal Service, Office, Lodging, Cultural, Entertainment, Lodging, Public/Semi-public Facilities, and Residential and Public/Semi-public Facilities. For clarification, the matrix also lists some particular subcategories of uses.~~

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Table VI-1 Matrix of Allowed Uses and Restrictions/Locations

Use/Activity	Street-Frontage Building Spaces	Non Street-Frontage Building Spaces	Special Use Restrictions applicable, as identified in this Chapter
Retail	A	A	
Outdoor retail sales (open-air markets, bazaars)	CUP	CUP	
Restaurant	A	A	<u>Limitation on location and design of outdoor dining</u>
With less than 10,000 sq. ft. of total service, mechanical and dining area	A	A	
With more than 10,000 sq. ft. of total service, mechanical and dining area	CUP	CUP	
Establishments providing amplified outdoor entertainment or where alcohol is served between the hours of 11:00 p.m. and 8:00 a.m.	CUP	CUP	<u>Limitation on location and design of outdoor dining</u>
Establishments providing amplified outdoor entertainment between the hours of 11:00 pm and 8:00 am	CUP	CUP	
Brewpubs	A, S	A, S	Limitation on area devoted to brewing or kegging
Personal Services	A	A	
Pet grooming	A, S	A, S	Requirements for odor- and noise- control measures
Office	X	A	
Bank	A	A	
Lodging Facilities	A, S	A	Limitation on use of Street-Frontage Building Space
Cultural/Entertainment	A	A	
Performance art spaces and movie theaters	S, CUP	CUP	Limitation on use of Street-Frontage Building Space
Educational Institutions	A, S	A	Limitation on use of Street-Frontage Building Space
Public Facilities	A	A	
Residential Units	SX	A, S	Limitation on use of Street-Frontage Building Space
Live/Work Residential Units	A, S	A	Limitation on use of Street-Frontage Building Space
Miscellaneous			
Commercially operated parking facilities (stand-alone use vs. part of mixed-use project) and Municipal Parking Lots	CUP	CUP	
Food kiosks and carts	A	A	
Commercial Mobile Radio Service Facilities	X	S, CUP	Limitation on location of equipment

Table VI.1 Legend:

A	Allowed by right
CUP	Allowed, subject to the receipt of a Conditional Use Permit
S	Allowed, subject to compliance with applicable special use and/or development regulations
X	Prohibited in identified building space

6.3.4 VSP.120 Prohibited Uses.

~~A. The provisions of this Chapter identify uses that are allowed in the VSP. Unless specifically otherwise permitted in accordance with the provisions of this Chapter, the following uses shall not be allowed.~~

~~B. The following uses are specifically prohibited within the VSP:~~

1. Drive-thru establishments;
2. Automobile sales or rentals where vehicles are stored or displayed on site in non-enclosed areas;
3. Automobile repair services;
4. Kennels or pet-boarding facilities; and
5. Any use prohibited by State or Federal law.

6.3.5 VSP.140 Residential Uses – Allowed Density and Location.

~~A. The maximum density for residential uses shall be comparable limited to 20 dwelling units per acre (du/ac), meaning that or, one dwelling unit may be established for each 2,178 sq. ft. of net lot area of a property (comparable to 20 dwelling units per acre du/ac for each 43,560 sq. ft. of a property's net lot area, a maximum of 20 dwelling units may be constructed and occupied. The number of residential units allowed on property shall be extrapolated based on formula of 20 du/ac multiplied by the net acreage of the property or portion thereof. Density calculations resulting in a fraction of .5 or more of a residential unit may be rounded up to the next whole number.~~

B. Pursuant to the Horizontal Zoning Regulations of this Chapter, residential units may ~~shall not~~ be located in Street-Frontage Building Spaces, except that entryways or lobbies serving residential units may be located in a Street-Frontage Building Space, provided they meet all of the following criteria:

1. The entryway or lobby area ~~shall~~ does not exceed a width of 15 feet, measured along the Street-Frontage Building Space; and
2. Not more than one 15-foot wide entryway or lobby is located along the property's Street Frontage Building Space.

C. Each residential unit shall include the minimum enclosed area and amenities required by the California Building Code (CBC). Regardless of the minimum size for storage space

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otherwise required by the CBC, each residential unit shall include a minimum of 100 sq. ft. of designated and secured storage space.

D. No single residential unit shall exceed a size of 1,500 sq. ft. of enclosed space, exclusive of parking areas, designated and secured storage space required aboveherein or common areas serving multiple residential units.

E. ~~In order to ensure an appropriate mix of uses, a~~ maximum of 140 residential units shall be allowed ~~within the VSP plan area.~~ The residential units located in the separate Hotel Specific Plan (L'Auberge Resort) shall not be included ~~in the 140-unit maximum identified herein in the 140-unit maximum figure noted herein.~~ The authorization for construction of residential units shall be issued in the order in which ~~and/or use of residential units shall be on a first-come, first-served basis in the order~~ Design Review Permits are submitted ~~applications for such are~~ approved by the City.

F. Notwithstanding the other provisions of the DMMC, all required parking for a residential unit shall be located on the same building site on which the residential unit is located. Those parking spaces serving residential units and located in a garage or parking area serving other uses shall be signed as being reserved for occupants of the corresponding residential unit(s).

G. Each residential unit shall be subject to the recordation of a restrictive covenant against the deed for the property in which the owner acknowledges that the residence is located in a commercial area where a variety of uses are allowed, some of which may generate more activity and noise than might be encountered in a zone restricted solely to residential uses. The required covenant shall also specify that the property owner shall be responsible for advise tenants of residential units of the existence of the deed restriction and the reason for its recordation.

H. ~~Where four (4) or more For every four (4) market-rate residential units approved for construction on a property in reliance, in whole or in part, on an Exceptional Public Benefit (EPB) for a floor area or Floor Area Ratio increase provided in this Chapter, a~~ minimum of 25% of ~~such residential units one (1) additional residential units~~ shall be constructed and reserved for use as an affordable residential unit, as defined and regulated in this Chapter. This shall mean that for every four residential units, one of the units shall be an affordable unit. ~~The provision requirement to provide~~ of an additional affordable residential unit required in this Section shall not apply ~~in cases where~~ three or fewer market-rate residential units are constructed on a property.

I. Affordable residential units required by this Section shall be subject to the recordation of a deed restriction committing the property owner and successors in interest to application of

continued affordable rates for a period of not less than 30 years from the date of issuance of the Certificate of Occupancy for such affordable residential unit(s).

~~It. The provisions of this Section shall also apply to affordable residential units.~~

6.3.6 VSP.170-Allowed Accessory Uses.

The following uses are allowed as accessory to an allowed use on a property.

- A. Activities customarily incidental to an allowed use, including ~~accessory~~ storage of commodities sold on the premises of a commercial establishment.
- B. Off-street automobile parking serving any permitted use.

6.3.7 VSP.150-Allowed Temporary Uses.

A. Outdoor sales events, such as a bazaar or open-air market, may be allowed, subject to the receipt of an Operations Permit as may be required and as issued in accordance with the provisions of Title 6 of the DMMC.

~~B. Where an enclosed space is vacant, a property owner may apply to use the space, on a temporary basis, for one of the uses allowed pursuant to this Chapter.~~

~~B.~~ Food carts and kiosks, as defined in this Chapter, are allowed on private property.

6.3.8 VSP.370-Commercial Mobile Radio Service Facilities.

The authorization and operation of Commercial Mobile Radio Facilities shall be allowed, ~~in the VSP~~ subject to compliance with the applicable standards and procedures contained in the DMMC.

6.3.9 VSP.300-Determination ~~on~~ of Allowable Use.

A. A property owner may petition the City to operate a use that is not expressly listed as an allowable use in this Chapter. The request shall be in writing and shall be accompanied by fees prescribed by the City as necessary to cover the City's administrative costs of processing the request. A request for Determination of Allowed Use shall be processed in accordance with this Section.

B. Determination of Unambiguously Similar Use. The Planning Director may approve a proposed use or activity upon making a written determination that it is unambiguously similar to another use or activity that is included in ~~the list~~ Table VI-1 Allowed Uses and Restrictions Locations contained in this Chapter. In such cases, the Director's determination shall be final.

C. Determination of Consistent Use. The Planning Director may authorize operation of a use or activity upon making a written determination that it is consistent with, but not

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unambiguously similar to, a use or activity that is included in the ~~list the list of~~ Table VI-I Allowed Uses and Restrictions-Locations contained in this Chapter. In such cases, the Planning Director's determination shall be subject to the following process:

1. The Planning Director shall prepare a written finding as to whether the proposed use or activity is consistent with and carries out the intent of: 1) ~~the list~~ Table VI-I Allowed Uses and Restrictions-Locations; and 2) ~~the Purpose Section of this Chapter V - Private Development Parcels of the Village Specific Plan.~~
2. The determination shall not be final until public notice of the Planning Director's determination is posted for a period of ten (10) working days on the City Hall Bulletin Board and the City's Web site, and sent by e-mail or mail to any person who has made a written request to receive such notices.
3. Any person may, within a 10-day period of posting of the determination, request that the determination be forwarded to the Planning Commission for consideration. Such review shall be processed in accordance with the Determination of Allowable Use provisions and procedures of DMMC Chapter 30.01.030. The request shall be in writing and shall be accompanied by fees, as necessary, to cover the City's administrative costs of processing the request.

~~Any person may file an appeal of the Planning Director's determination in accordance with the procedures for Appeals contained in the DMMC Chapter 30.01.020.~~

~~4. If no appeal is filed within the ten day period specified herein, the decision shall be final.~~

6.4 DEVELOPMENT STANDARDS (VSP.180 Property Standards.)

6.4.2 Minimum Lot Size

- A. The following minimum lot size and dimension standards for properties in the VSP shall be measured in accordance with the DMMC.
- B. Minimum Lot Area: No lot shall be less than 3,125 square feet in area.
- C. Minimum Lot Dimensions:
 1. No lot shall have a width of less than 25 feet.
 2. No lot shall have a street frontage of less than 25 feet.
 3. No lot shall have a depth of less than 100 feet.

See Exhibit VI-3.

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6.4.3 VSP.190 Required Build-to Line.

A. ~~In order to preserve and enhance the pedestrian orientation of development in the VSP, this Section establishes requirements for the alignment of those portions of buildings with frontage along either Camino del Mar or 15th Street.~~

1. ~~Front-Build-to Line.~~ Except as otherwise provided in this Chapter, a minimum of 80% of the street-level linear façade of a building located on a property with frontage along Camino del Mar or 15th Street shall be sited within five (5) feet of that property line which abuts the Camino del Mar or 15th Street right-of-way. ~~This requirement shall not apply to Intersecting Corner Setbacks required by this Chapter.~~
2. Exceptions to the required ~~Front-Build-to Line~~ contained in this Section are allowed in order to accommodate the siting of outdoor dining areas, open-air commercial displays, paseos, arcades or semi-public plazas.
3. Exceptions to the required ~~Front-Build-to Line~~ contained in this Section are allowed for ~~a width of XX feet for those portions of corner properties also fronting along intersecting side streets~~ an Intersection Corner Setback described in Building Setbacks and Stepbacks.

B. The provisions of this Section shall not be applicable to properties in the City's Historic Preservation Overlay Zone (DMMC Chapter 30.58).

C. ~~The required Build-to Lines identified in this Section are illustrated in Table VI-2 referenced on page XX. See Table VI-2 Build-to-Line, Setback and Stepback Standards.~~

6.4.4 VSP.200 Building Setbacks and Stepbacks.

A. This Section sets forth the required setbacks for buildings and structures ~~in the VSP fronting either Camino del Mar or along the the south side of that portion of 15th Street east and west of its intersection with Camino del Mar.~~

1. Front Setback. None required for any Building Level (see also Section on required Build-to-Line).
2. Street Side Setback. No setback is required for the Camino del Mar or Lower Building Levels. The Upper Building Level of a structure located on a parcel with frontage along an Intersecting Street as defined in this Chapter (excepting 15th Street ~~east or west of Camino del Mar~~) shall be set back a minimum of 10 feet from the property line fronting the Intersecting Cross Street. This setback shall not be applicable to the building located on properties with a Historic Preservation Overlay Zone (DMMC Chapter 30.58). ~~This subsection is not applicable to properties located on XXXX.~~

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3. Interior Side Setback. None required for any Building Level.

4. Intersection Corner Setback. For corner properties with frontage along both Camino del Mar and an Intersecting Cross Street (excepting 15th Street, ~~no enclosed portion of a building shall be located within a triangular setback measured as a tangent starting at a distance 10 feet back from the respective property lines at the intersecting street frontages. Due to its location in the City's Historic Preservation Overlay Zone, this requirement/limitation/setback shall not be applicable to the building located on properties with a Historic Preservation Overlay Zone (DMMC Chapter 30.58) the southwest corner of the intersection of Camino del Mar and 15th Street.~~

5. Rear Setbacks and Stepbacks
 - i. For those properties located west of Camino del Mar ~~with frontage along immediately adjacent to~~ an alley that serves as a separation line between the VSP and an adjacent residential zone, no setback shall be required for a structure's Camino del Mar and Lower Building Levels, as defined in this Chapter. However, the building's Upper Floor Level, as defined in this Chapter, shall be stepped back a minimum of 20 feet from the property line fronting the adjacent alley. (See also Section 6.4.4.B Maximum Building Height for special height restriction within 50 feet of residentially zoned property.)

 - ii. For those properties located west of Camino del Mar immediately adjacent to a residentially zoned property, a 10-foot setback shall be required for a structure's Camino del Mar and Lower Building Level, as defined in this Chapter. A building's Upper Floor Level, as defined in this Chapter, shall be stepped back a minimum of 30 feet from the residentially zoned property. (See also Section 6.4.4.B Maximum Building Height for special height restriction within 50 feet or residentially zoned property.)

 - iii. For those properties located east of Camino del Mar ~~and with frontage along immediately adjacent to~~ an alley that serves as a separation line between the VSP and an adjacent residential zone, no setback shall be required for a structure's Camino del Mar or Lower Building Levels, as defined in this Chapter.

 - iv. For those properties located east of Camino del Mar ~~with frontage along immediately adjacent to~~ a residential zone, a 10-foot setback shall be required for a structure's Camino del Mar and Upper Building Levels. No setback for a structure's Camino del Mar or Lower Building Levels shall be required if it is at or below the lowest elevation of the property line of the adjacent residential zone.

See Figure VI-4 Setbacks and Stepbacks – Camino del Mar/15th Street

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The following table presents a summary of the ~~Building Location Standards~~ required per the ~~Build-to-Line, Setback and Stepback requirements Standards of Chapter VI of the VSP~~for buildings and structures fronting either Camino del Mar or ~~15th Street~~-Street.

Table VI-2 Build-to-Line, Setback and Stepback Standards

Building Level <u>Setback/Stepback</u>	West side of Camino del Mar and south side of 15th Street	East side of Camino del Mar
Lower Building Level		
Front <u>Setback</u>	0	Not applicable 0
Street Side <u>Setback</u>	0	Not applicable 0
Interior Side <u>Setback</u>	0	Not applicable 0
Rear <u>Setback</u> - <u>Abutting Alley</u>	0	Not applicable 0
Rear <u>Setback</u> - <u>Abutting Residential</u>	10	Not applicable 0 - 10*
Camino del Mar Building Level /Side-Street Level		
Front <u>Setback</u>	Build-to-Line required	Build-to-Line required
Street Side <u>Setback</u>	0	0
<u>Intersecting Corner Setback</u>	Triangle with 10' sides	Triangle with 10' sides
Interior Side <u>Setback</u>	0	0
Interior Side - Residential	40	40
Rear <u>Setback</u> - <u>Abutting Alley</u>	0	0
Rear <u>Setback</u> - <u>Abutting Residential</u>	10	0 - 10*
Upper Building Level		
Front <u>Stepback</u>	0	0
Street Side <u>Stepback</u>	10	10
Corner <u>Stepback</u>	Triangle with 10' sides	Triangle with 10' sides
Interior Side <u>Setback</u> - Non-residential	0	0
Interior Side - Residential	40	40
Rear <u>Stepback</u> - <u>Abutting Alley</u>	200	200
Rear <u>Stepback</u> - <u>Abutting Residential</u>	300	10

* See Section 6.4.4.A.5 regarding structures below the lowest elevation of the property line of the adjacent residential zone.

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B. This Section sets forth the required setbacks for buildings and structures fronting ~~CDM~~ Intersecting Cross Streets in the VSP.

1. Front Setback. None required for any Building Level (see also Section on required Build-to Line.)
2. Interior Side Setback. A 10-foot setback shall be required for any Building Level immediately adjacent to a residential zone. No setback shall be required for any Building Level adjacent to another non-residential parcel.
3. Rear Setback. ~~None setback shall be required for any Building Level adjacent to other parcels in the VSP.~~

See Figure VI-5 Setbacks and Stepbacks – Intersecting Cross Streets

The following table presents a summary of the Setback Standards for buildings and structures fronting Intersecting Cross Streets.

Table VI-3 -Setback Standards

Setback/Stepback	West side of Camino del Mar and 15 th <u>Intersecting Cross Street</u>
Lower Building Level	
Front Setback	0
Street Side Setback	0
Interior Side Setback	0
Rear Setback – Alley	0
Rear Setback – Residential	10
Camino del Mar <u>Intersecting Cross Street</u> Building Level	
Front Setback	Build-to-Line 0
Street Side Setback	0
Intersecting Corner Setback	Triangle with 10' sides
Interior Side Setback - Abutting Residential	0 <u>10</u>
Interior Side Setback - Abutting Non-Residential	0
Rear Setback – Alley	0

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Rear Setback Residential	40
Upper Building Level	
Front Stepback	010
Street Side Stepback	40
Corner Stepback	Not applicable
Interior Side Setback — <u>Abutting Residential</u>	100
Rear Stepback Alley Interior Side Setback — <u>Abutting Non-Residential</u>	200
Rear Stepback <u>Setback Residential</u>	300

C. Architectural projections may encroach into an otherwise required setback or stepback in accordance with the DMMC.

D. The required Build-to-Line Building Setbacks and Building Stepbacks Standards required per this Chapter are summarized in Table VI-2 referenced on page 14 and illustrated in Figure VI-14 referenced on page 15.

6.4.4.1 VSP.100 Storefront Design.

A. In order to preserve and enhance pedestrian flows along the City's main commercial corridors, a minimum of 50% of the construction materials for that portion of a building façade defined in this Chapter as a Street-Frontage Building Frontage space shall be composed of transparent windows and doors that allow views of interior spaces and of the services or products offered within the building. Windows and doors included within the 50% minimum shall be transparent, with no dark-tinted, reflective or frosted glazing permitted at an elevation higher than 3'-6" above that of the adjacent sidewalk.

B. The provisions of this Section shall not be applicable to properties within the City's Historic Preservation Overlay Zone (DMMC Chapter 30.58), where building design modifications are subject to separate review for a determination of a project's consistency with the goal of preserving the property's historic character.

6.4.4.2 VSP.210 Minor Building Amenities Allowed to Encroach into a Public Right-of-Way.

A. Canopies, signs, and awnings, balconies and planter boxes may extend from a building face into the adjacent right-of-way, provided they meet all of the following criteria:

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1. A minimum vertical distance of eight (8) feet is provided between the elevation of the adjacent sidewalk and the bottom of the encroaching element.
2. The horizontal encroachment into the Camino del Mar and 15th Street right-of-way does not exceed four (4) feet.
3. The horizontal encroachment into the right-of-way for Intersecting Cross Streets connecting with Camino del Mar and Stratford Court does not exceed two (2) feet.

B. All encroachments into a public right-of-way shall be subject to compliance with applicable provisions of DMMC Chapter 23.28 regarding Encroachment Permits. Provided the building amenity proposed pursuant to this Section meets all of the criteria specified in this Section, the receipt of a separate City of Del Mar Encroachment Permit shall not be required.

~~C. The right-of-way encroachments allowed per this Section shall not apply to the alleys located to the east and west respectively of Camino del Mar. Proposed encroachments into such alleys shall be subject to separate review under the City's Encroachment Permit Process.~~

~~D. Proposed encroachments into a public right-of-way that do not meet the criteria contained in this Section for building amenities or for other purposes, shall be subject to the receipt of an Encroachment Permit, as regulated by the DMMC.~~

6.4.4 VSP.220 Maximum Building Height.

~~A. This Section establishes the maximum allowable building heights for properties in the VSP. In recognition of the topographical variations of properties in the VSP and in order to provide an appropriate development scale that also protects adjacent residential areas from adverse visual impacts, different allowable building heights vary, depending on their location within the VSP.~~

BA. For those properties with frontage along the east side of Camino del Mar or 15th Street, the maximum allowable height shall be 26 feet measured as: the vertical distance between the elevation of the Camino del Mar or 15th Street sidewalk located immediately adjacent to the property frontage and the highest point of the building. Where the elevation of the sidewalk fronting a property varies, the elevation of the sidewalk at the linear mid-point of the property's frontage shall be used for purposes of measuring maximum building height.

See Figure VI-7 Building Height – East Side of Camino del Mar

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CB. For those properties located with frontage along the west side of Camino del Mar or fronting 15th Street, the maximum allowable height shall be 26 feet measured as: the vertical distance between the Camino del Mar sidewalk located immediately adjacent to the property frontage and the highest point of the building. †The maximum building height for that area of the property located within 50 feet of a residentially zoned property, shall be 26 feet, as building height is measured pursuant to Chapter 30.04 of the DMMC.

See Figure VI-7 Building Height – West Side of Camino del Mar

C. For properties that do not have frontage along either Camino del Mar or 15th Street, the maximum building height shall be 26 feet, as building height is measured pursuant to Chapter 30.04 of the DMMC. measured as the vertical distance between the elevation of the mid-point of the property's street or alley frontage and the highest point of the building.

See Figure VI-7 Building Height –Intersecting Cross Streets

~~C. For those properties located west of Camino del Mar, the maximum building height for that area of the property located within 50 feet of a residentially zoned property, shall be 26 feet, as building height is measured pursuant to Chapter 30.04 of the DMMC.~~

~~D. The maximum allowable building heights identified in this Section are illustrated in Figure VI-25 referenced on page 18.~~

ED. Where a property has been merged with one or more properties to form a larger building site after the date of effectiveness of the Village Specific Plan, the building height shall be based on the property line configurations that existed for the property as of the effective date of the Village Specific Plan.

6.4.4. IVSP.230 Projections Allowed Above Maximum Building Height.

~~Articulated roof components such as pitched roofs, barrel roofs, towers, spires, domes, or cupolas may extend a maximum of four (4) feet above the building height specified in this Chapter in accordance with the following:~~

~~A. Any articulated roof component that would extend above the otherwise applicable building height as allowed per this Section shall be subject to a finding of approval by the Design Review Board that the projection(s) is of an appropriate scale and that it does not violate any of the regulatory conclusions of the Del Mar Design Review Ordinance.~~

~~B. Any projection above a building's maximum building height, allowed per this Section shall be measured as the distance between the elevation of the building's otherwise maximum allowed height and the top of any such projection.~~

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~~C. Chimneys, vent pipes, cooling towers, and other utility related components may extend a maximum of three (3) feet above the allowed building height upon a finding by the Planning Director that the utility projection has been minimized to the extent feasible to provide the required utility function and that no feasible alternative exists. Such roof projects shall be subject to Design Review in accordance with the provisions of the DMMC.~~

6.4.5 VSP-240 Maximum Building Area – Allowable Floor Area Ratio (FAR).

A. The maximum amount of building area, measured in gross square feet of floor area, shall be 100% of the net lot area of the parcel on which the building is located. This baseline figure of 1.00 shall constitute the property's Allowable Floor Area Ratio (FAR). In circumstances where a building spans two or more parcels owned by the same entity, or where the City allows the parcels to be developed as a combined project, several parcels may be treated as one building site for the purpose of calculating the building's allowable Floor Area Ratio.

B. Unless otherwise specified in this Chapter, the methodology for calculating a structure's bulk floor area shall be in accordance with the provisions of the DMMC.

6.4.5.2 Exemption from Floor Area Ratio Calculations for Enclosed Parking Area.

Those portions of buildings devoted solely to enclosed or partially enclosed parking spaces shall be exempt from the calculation of a building's bulk floor area.

6.4.5.1-2 VSP-250 Increase in Maximum Floor Area Ratio with provision of Exceptional Public Benefit(s).

A. This Section allows for the increase in the allowable floor area or Floor Area Ratio (FAR) of a property where a proposed development includes the provision of an exceptional amenity, use or improvement on the project site, or in the public realm; that is determined by the City Council to constitute what is termed an Exceptional Public Benefit (EPB). An Exceptional Public Benefit (EPB) is limited to a project component that would otherwise not be included in a development proposal or which would not have been required as a condition of approval to obtain development entitlement rights.

B. ~~The following table (Table VI-3, City Council d)Designated Exceptional Public Benefits, lists those project components or amenities that have been approved in the Village Specific Plan as the City Council has determined constituting e-Exceptional Public Benefits. The table also lists the figure for a amount of corresponding increase in a property's allowable floor area or Floor Area Ratio that would be authorized in association with the provision of the EPB. The increase in allowable FAR would be added to the baseline 1.00 FAR figure allowed for a building site per this Chapter.~~

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Table VI-3 -Designated Exceptional Public Benefits and Corresponding Bonus Increase in Floor Area or FAR

<u>City Council-designated Exceptional Public Benefit (EPB)</u>	<u>Increase in allowable floor area or Floor Area Ratio (FAR) for provision of EPB:</u>
<u>Inclusion of a market-rate residential unit(s).</u>	<u>.600 sq. ft. or .05 FAR .05 per unit, whichever is lower.</u>
<u>Inclusion of a residential unit(s) that qualifies as affordable housing for a Low-Income household.</u>	<u>900 sq. ft. or .10 FAR per unit, whichever is lower.</u>
<u>Inclusion of an affordable residential unit(s) that qualifies as affordable housing for a Very-Low-Income household.</u>	<u>1,200 sq. ft. or .15 FAR .25 per unit, whichever is lower.</u>
<u>Inclusion of an affordable residential unit(s) that qualifies as affordable housing for an Extremely Low-Income household.</u>	<u>1,500 sq. ft. or .4520 FAR per unit, whichever is lower.</u>
<u>Inclusion of additional on-site parking spaces designated and available for use by the general public as distinct from any on-site parking spaces required to meet the off-street parking requirements applicable to the property.</u>	<u>150 sq. ft. per parking space located in a non-enclosed (surface) parking lot, or 400 sq. ft. per parking space located in an enclosed parking structure..04 per space</u>
<u>Construction of a building utilizing sustainable design elements and/or construction material to achieve one of the identified LEED certification levels or industry equivalents.</u>	<u>Platinum LEED - .10 FAR 5 Gold LEED - .10 Silver LEED - .05</u>
<u>Installation of an on-site semi-public plaza of a minimum 6251,000 sq. ft. in size</u>	<u>625 sq. ft. or .20 FAR, whichever is lower.</u>

Notes: 1) Where bonus an increase in floor area is expressed as a flat square footage figure, it shall be converted XXX to a Floor Area Ratio figure for purposes of calculating the Floor Area Ratio AR of a project; 2) In no event shall the cumulative increase in FAR bonus and/or the increase in square footage for a building site exceed .50 Floor Area Ratio.

C. The City Council Planning Director shall be the issuing authority for a determination as to whether a proposed EPB qualifies as being in compliance with the provisions of this Section. The Planning Director's determination shall be appealable to the City Council in accordance with the provisions of the DMMC. Such determination shall be at a public hearing with notice provided in accordance with provisions of the DMMC.

D. Multiple EPBs may be authorized for a property to achieve a cumulative increase in its allowable FAR above the baseline 1.00 FAR figure specified in this Chapter.

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However, in no case, shall the cumulative increase in the allowable FAR for a property exceed a figure of 0.50.

E. A property owner may petition the City Council to have a project component or amenity not otherwise listed in this Section to be designated as an EPB. The request shall be submitted in writing and shall include sufficient information to allow the City Council to determine the merits and ~~efficacy~~ appropriateness of the proposed EPB. The request shall be ~~in writing and shall be accompanied by fees, as necessary, to cover the City's administrative costs of processing the request.~~ The request shall be processed as set forth herein. Authorization of the request shall be subject to a four fifths (4/5) affirmative vote of the City Council at a noticed public hearing. The City Council's determination that a project component or amenity qualifies as an EPB shall be accompanied by assignment of a corresponding increase in the maximum allowable FAR for the property. In no event shall the assigned increase in allowable FAR for an EPB exceed a figure of 0.30.

F. Authorization to designate a project component or amenity as an Exceptional Public Benefit and to assign a corresponding amount of bonus increase in allowable floor area shall be approved only when the City Council makes all of the following findings:

1. The amenity will benefit the general public at large;
2. The amenity is in conformity with and carry carries out the goals of the Village Specific Plan and the Del Mar Community Plan;
3. The amenity would not otherwise be expected to be a component of a project or would not otherwise be required as a condition of the project's entitlement; and
4. The extent and value of the Exceptional Public Benefit is commensurate with the ~~bonus floor~~ increase in floor area ~~assigned~~ allowed.

GF. Any EPB authorized for an increase in allowable floor area or Floor Area Ratio pursuant to this Section shall be memorialized in a document prepared to the satisfaction of the Planning Director and recorded against the deed for the benefitted property.

HG. Except in the case of the provision of affordable residential units, the deed restriction required in this Section shall commit the property owner, and successors in interest, to continued ~~the~~ the provision of the EPB for the full length of time that the authorized increase in allowable floor area or Floor Area Ratio is exercised.

IH. Affordable residential units authorized as an EPB pursuant to this Section shall be subject to the recordation of a deed restriction committing the property owner and successors in interest to application of continued affordable rates for a period of not

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less than 30 years from the date of issuance of the Certificate of Occupancy for such affordable residential unit(s).

Jl. ~~The income limits of the beneficiaries, the associated rental rates or purchase price, and other terms of affordability restrictions. The rental rates or purchase price for all affordable dwelling residential units serving as an Exceptional Public Benefit pursuant to this Section, or meeting other requirements of this Chapter.~~ shall be calculated in accordance with the DMMC, the State Department of Housing and Community Development (HCD) and the Department of Housing and Urban Development, San Diego County Office of Housing and Community Development.

~~**6.4.5.2 VSP.260 Exemption from Floor Area Ratio Calculations for Enclosed Parking Area.**~~

~~As a means to implement the goal of placing vehicle parking in areas screened from public view, and notwithstanding the provisions of the DMMC, those portions of buildings in the VSP devoted solely to enclosed or partially enclosed parking spaces shall be exempt from the calculation of a property's building's bulk floor area FAR.~~

6.4.6 VSP.280 Required Parking.

The required amount and location for parking serving a use(s) ~~on a property in the VSP~~ are identified in two separate Chapters of the DMMC. One is DMMC 30.80, entitled Parking, and the other is DMMC 30.81, entitled, Park-Once Methodology for Parking in the Village Specific Plan. ~~The parking requirements are contained in the separate Chapters of the DMMC because they also constitute a portion of the City of Del Mar Local Coastal Program, a document that requires separate certification by the California Coastal Commission. All development in the VSP shall comply with the parking requirements of the DMMC and Local Coastal Program.~~ In addition to the parking requirements referenced herein, the referenced Chapters in DMMC contain regulations pertaining to size and alignment of parking stalls, drive aisles and design criteria for parking areas.

6.4.6.1 VSP.290 Access to Parking Areas.

A. The construction of new drive aisles, parking lot entrances or other vehicular access ways extending from Camino del Mar to private properties is prohibited.

B. Any vehicular access ways extending from Camino del Mar to a private property that existed at the time of adoption of the VSP shall be deemed a nonconformity and shall be abated in accordance with the requirements for abatement of nonconformities contained in ~~the~~ this Chapter and the DMMC.

C. The limitations of this Section shall not apply to a landlocked property, one without legal access to either an alley or street. However, a landlocked property being jointly developed with an adjacent parcel that is not similarly constrained adjacent to

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~~and under the same ownership as a parcel that is not similarly constrained is not afforded the exemption provided in this subsection.~~

6.4.7 Site Design Requirements

6.4.7.1 VSP.390 Provision and Screening of Refuse/Recycling Area.

- A. Each use ~~in the VSP~~ shall be served by an on-site refuse/recycling area.
- B. The refuse/recycling area ~~required per this section~~ shall comply with all of the following criteria so as to be:
1. Located within a building, or screened on a minimum of three sides by a minimum 6-foot-high high wall clad or finished with materials similar in appearance to those of the primary building surfaces and equipped with a screening gate on the fourth side;
 2. Located outside of any required setback;
 3. Located to minimize potential noise, odor and visual impacts to adjacent properties;
 4. Located so as to minimize its visibility from Camino del Mar, 15th Street or an Camino del Mar Intersecting Cross Street;
 5. Designed, constructed and maintained to contain stormwater run-off; and
 6. Designed with separate recycling containers in accordance with the provisions of the DMMC.

6.4.7.2 VSP.400 Location of Loading, Refuse/Recycling and Service Areas.

A. All loading and service areas for a property ~~in the VSP~~ shall be oriented to the rear alley frontage of a property. Where a property does not have a rear alley frontage, the loading or service area may be oriented to the Intersecting eCross sStreet adjacent to the property. Orientation of loading and services areas to a property's Camino del Mar frontage shall be prohibited.

B. This limitation shall not apply to a landlocked property, one without legal access to either an alley or a side street. However, a landlocked property property being jointly developed with an adjacent parcel that is not similarly constrained adjacent to ~~and under the same ownership as a parcel that is not similarly constrained~~ is not afforded the exemption provided in this subsection.

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6.4.7.3 ~~VSP.440~~ On-Site Outdoor Dining Areas.

A. ~~This Section regulates the location and use of On-site Outdoor Dining Areas, as defined in this Chapter, shall be located and designed as follows:~~

B. ~~Location and Design.~~

A. Where an On-site Outdoor Dining ~~area~~ Area is to be located between a public sidewalk and an entry to an enclosed portion of the restaurant, a clear pedestrian passage, a minimum of six (6) feet in width shall be provided for pedestrian access.

B. To contain its area of use, an On-site Outdoor Dining Area located adjacent to a public sidewalk shall be equipped with a physical barrier, in the form of walls, railings, glass panes, planters or other similar amenity, to identify the property line separating the On-site Outdoor Dining Area from the public right-of-way.

C. Where an outdoor dining area is located on a property which is immediately adjacent to a residentially zoned property, the outdoor dining area shall be separated from the residentially zoned property by an on-site enclosed building space constructed with sound attenuation materials equal to or better than Sound Transmission Class (STC) 45.

D. On-site Outdoor Dining is separate and distinct from Sidewalk Cafes, which are regulated by the ~~standards of review and permitting review process contained in DMMC Chapter 23.30.~~

E. Any proposal to enclose or partially enclose an outdoor dining area with plastic panels or other similar material shall be subject to prior receipt of all applicable city permits and shall be subject to compliance with the regulations of the DMMC regarding the property's maximum allowable Floor Area Ratio.

F. Where an outdoor area functions as a self-service operation only, with no table service provided, the area shall be considered as retail space for purposes of calculating its off-street parking requirement. Where table service is provided at any time to such area, it shall be considered as an outdoor dining area, with parking provided in accordance with the corresponding off-street parking ratio of the DMMC.

6.4.7.4 ~~VSP.410~~ Protection Against Noise and Odor Impacts.

~~In order to protect nearby residential areas from potential noise, odor, or other impacts associated with the operation of nonresidential uses, a~~All new development shall be constructed in such a manner that interior noise is attenuated in accordance with the applicable standards of Title 24 of the California Building Code and of the DMMC and that odors are controlled in accordance with the provisions of the DMMC.

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~~**6.4.7.5 VSP.420 Construction-Phase Impacts.** All new demolition and new development projects shall be conditioned to include measures to avoid and minimize vibration impacts to surrounding buildings and property.~~

~~**6.4.9 VSP.070 Signage.**~~

~~All signs in the VSP shall be subject to compliance with the applicable provisions of the DMMC 30.84 regarding signage, including the prohibition on roof top signs and the 8-foot maximum height limit for monument signs. All signs shall also be in compliance with a Village Specific Plan Sign Program, as may be established or amended by separate resolution of the City Council, or as may be included in Design Guidelines for the Village Specific Plan, as referenced in this Chapter.~~

6.5 NONCONFORMITIES

~~**6.5.1 VSP.310 Abatement of Nonconformities.**~~

A. A use which was lawfully established prior to the adoption of the VSP and which is not permitted by the VSP shall be deemed a nonconforming use.

B. A nonconforming use for which the property owner has provided proof of its lawful establishment prior to the adoption of the VSP shall be considered grandfathered and may be retained and continued, subject to the nonconformities provisions of the DMMC Chapter 30.76.

CB. A building for which the property owner has provided proof of its lawful establishment prior to the adoption of the VSP and which is not in compliance with development standards contained in this Chapter shall be deemed a structural nonconformity and may be retained, subject to the nonconformities provisions of the DMMC Chapter 30.76.

D. A nonconforming use or structural nonconformity shall not be intensified or expanded, except as provided for in the DMMC.

~~**6.5.2 VSP.320 Continuation of Non-Conforming Horizontal Zoning:**~~

A. ~~For purposes of this Chapter, the following terms shall have the meanings described below:~~

1. ~~Abandoned The discontinuance of operation, for any reason, for a period of twelve (12) consecutive months.~~

2. ~~Enlargement The addition or expansion of the building space devoted to a nonconforming use or the addition of any services, lines of business or other activities operated by the nonconforming use.~~

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- ~~3. Significant demolition—The physical impairment, by any cause, of 50% or more of the structural premises in which the use is located, such that the use can no longer be maintained or operated in the premises. Such demolition shall be measured either by the occupied square footage of the premises or by the estimated cost of repairs compared against the structural value of the premises.~~
- ~~4. Uninhabitable shall mean not fit for occupancy due to non-compliance with the California Building Code, as determined by the City's Building Official.~~

6.5.3 VSP.330 Requirement for Abatement of a Nonconforming Use of Street-Frontage Building Spaces.

A. Notwithstanding other provisions of the DMMC, a nonconforming use in a Street-Frontage Building Space may continue unless or until the occurrence of any of the following events:

1. The use is abandoned;
2. The use is extended or enlarged;
3. There is a substantial change in the intensity of use or character of the activity conducted within the building space; or
4. The building space in which the nonconformity is located is subject to significant demolition, deemed by the City to be uninhabitable or declared a public nuisance.

B. Where one of the events identified in Section A. above occurs, the legal nonconforming use shall cease and any and all future uses shall conform with the provisions of this Chapter.

C. Where a nonconforming use has been deemed to have been abandoned pursuant to this Section, a property owner may apply to the City Council for an exception to the requirement for abatement of nonconformity. An application seeking such exception shall be filed no later than thirty (30) days prior to the end of the abandonment period and shall include sufficient documentation establishing that: 1) the property owner has been unable to rent the property (or sell if the property is currently or was within the preceding twelve months marketed for sale); and, 2) the property owner has made reasonable efforts to rent or sell the property.

~~D.~~—An exception to requirement for abatement of nonconformity may be granted only upon a finding by the City Council at a noticed public hearing that: 1) the property owner has made commercially reasonable efforts to rent or sell the property; and 2) the property has been unoccupied for no more than twelve (12) consecutive months prior to the date the application was received by the City.

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D. For purposes of this Section, the following terms shall have the meanings described below:

1. Abandoned - The discontinuance of operation, for any reason, for a period of twelve (12) consecutive months.
2. Enlargement - The addition or expansion of the building space devoted to a non-conforming use or the addition of any services, lines of business or other activities operated by the nonconforming use.
3. Significant demolition - The physical impairment, by any cause, of 50% or more of the structural premises in which the use is located, such that the use can no longer be maintained or operated in the premises. Such demolition shall be measured either by the occupied square footage of the premises or by the estimated cost of repairs compared against the structural value of the premises.
4. Uninhabitable shall mean not fit for occupancy due to non-compliance with the California Building Code, as determined by the City's Building Official.

6.5.4 VSP-450 Provision of Public Improvement/Payment of Development Impact Fees.

All development shall be subject to installation of those public improvements deemed legally appropriate and/or payment of any development impact fees as established by resolution of the City Council.

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7.0 INTRODUCTION

Parking addresses both the public parking and the private parking serving commercial and other uses within the Village. ~~It and~~ includes parking on private properties, on publicly-owned parcels and on the street.

Parking is critical to the success of the Village. An adequate supply of accessible parking must be readily available to bring patrons to businesses, retail ~~and establishments and~~ restaurants. Residential units must be appropriately parked on-site. Employees should be able ride transit, carpool or to park within a reasonable walking distance of their place of businesses or ride a reliable shuttle service from a remote location. Adjacent neighborhoods should be protected from the intrusion of commercial and employee parking. At the same time, parking should be well utilized and without extraneous parking that is unavailable or access restricted. The amount of paved parking areas should be limited to the amount needed in order to prevent heat islands, interruptions to natural water infiltration, and aesthetic impacts. In short, finding the right balance of parking is critical to Village success.

The primary objectives governing parking in the Village are:

- Provide for an adequate parking supply that reflects the need and efficient occupancy of parking;
- Respond to the current inefficiencies in terms of parking management;
- Promote public parking that is shared by retail, office and commercial uses;
- Promote a strategy to encourage users to walk between uses;
- Accommodate coastal access;
- Advance a Parking Management Plan to monitor the parking utilization;
- Provide for 'green' or sustainable vehicle parking;
- Consider a Parking Benefit District to assist with implementation; and
- Protect the adjacent neighborhoods by providing efficient commercial parking and enacting neighborhood parking protection measures.

7.1 EXISTING CONTEXT

Parking is currently provided both within the public right-of-way (on-street public parking), public parking lots (L'Auberge Hotel metered lot at 15th Street and City Hall lots at 1050 Camino del Mar) and within parking lots or stalls on private property. With the exception of the Del Mar Plaza and L'Auberge Del Mar, the majority of the parking on private property is private parking and reserved for employees, customers and use for that specific location.

There are approximately 1,196 parking stalls in the Village Specific Plan area between 9th and 15th Streets which is detailed in Table VII-1.

Table VII-1, Existing Parking Supply (excluding L'Auberge Hotel and Del Mar Plaza parking)

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Table VII-1's inventory does not include the parking dedicated to L'Auberge Hotel or the Del Mar Plaza within their parking structure, although it does include the public, metered parking under L'Auberge Hotel. Del Mar Plaza operates a 340-stall garage with paid parking. The Plaza uses valet parking to increase that capacity to 461 cars at peak times. L'Auberge Hotel has 239 parking spaces on site for employees, hotel guests, and residential time-shares. As stated above, the site also contains 42 public, metered parking stalls for general public use.

Within the Village, the on-street public parking is generally free but with time limits seven days per week. Public parking is free at City Hall in the parking lots. The metered public parking under L'Auberge Del Mar Hotel operates between 9:00 am and 8:00 pm. Metered parking is also available on Maiden Lane near 15th Street at St. James Church. Both the Del Mar Plaza and L'Auberge Del Mar Hotel offer validated parking for their customers. The City of Del Mar sells parking permits for use at meters or time restricted spaces.

The Del Mar Municipal Code parking standards require a range of parking based upon land use as stipulated in DMMC 30.80.030. Required parking for existing Village land uses varies from 1 stall per 90 square feet of restaurant space (comparable to 11.1 stalls per 1,000 square feet of restaurant) to 1 stall per 300 square feet of professional office (comparable to 3.3 stalls per 1,000 square feet of office). Residential uses require a minimum of 2 stalls per unit. The average ratio of existing on-site parking to existing development is approximately 3.12 stalls/1,000 square-foot of area.

During these workshops, many members of the community, including the business community expressed concern for parking and the impact on the quality of life. Concerns varied and included divergent viewpoints, including the observation that there was inadequate parking to support the businesses, concern that many on-site parking places were vacant but restricted; the concern that stringent parking requirements prohibit revitalization or changes of use; and the fear of impacts from the commercial zone in the adjoining residential districts.

The City of Del Mar commissioned a Parking Master Plan Report for the Village Center and the North Beach Areas in 2000 and updated the parking inventory and analysis of the Village in a Technical Memorandum in 2012 (Appendix D-1).

Key findings of both studies identified particular situations in the Village area:

- On-street, public parking on Camino del Mar from 15th Street to 13th Street, and 15th Street from Camino del Mar to Coast Boulevard are fully occupied throughout most times of the day and the year. This corresponds to the commercial areas developed during the 1920s and 1930s where limited or no on-site parking exists.
- The Del Mar Plaza parking lot operates at an efficient utilization (85%) consistently.
- Off-street parking in the southern end of the Village is under-utilized, even during peak times.
- Overall, private parking is only approximately 62% utilized, even at its highest peak.

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Typically, parking is operating at an efficient level if it is at 85% to 90% of capacity. At these levels, parking is well utilized, but there are always available stalls on a particular block. Greater than 90% to 100% capacity shows a deficiency in needed parking stalls.

During weekday midday peak period conditions, the on-street parking average occupancy is 65% throughout the Specific Plan area. However, occupancy increases to an average rate of 79% on the blocks north of 12th Street. Studies show occupancy rates at 90% or higher during this same period along particular blocks: the west side of the 1400 and 1500 blocks of Camino del Mar and the east side of the 1200 block. At this same time, the on-street parking average occupancy is 55% south of 12th Street, indicating substantial availability a short distance away.

Off-street parking which includes parking on private commercial property, is generally 62% occupied during this same period. Two locations, the 1100 block on the east side of Camino del Mar and the 1200 block on the west side of Camino Del Mar, show higher average occupancies with parking occupancy averaging greater than 70%.

Weekend conditions for on-street parking show a similar usage pattern with somewhat higher usage along 15th Street and Stratford Court, and in the residential streets that provide access to the beach. During weekend midday peak period conditions, the on-street parking average occupancy is 75%. Occupancy increases to an average rate of 87% on the blocks north of 12th Street but the average occupancy is 64% south of 12th Street, again indicating substantial availability a short distance away.

Off-street parking on the weekend is also significantly underutilized, at less than 50% occupied, except for those parking facilities at L'Auberge Hotel and Del Mar Plaza which average between 80% and 85% occupancy.

The survey results and parking enforcement observations suggest that the most convenient on-street parking is being used by visitors as well as by some employees and that most of the off-street parking facilities, particularly south of 12th Street are significantly underutilized. Overall, the parking supply in the Del Mar Village area is not being used very efficiently. While there is the vacancy of parking to match the demand, the stalls are not convenient or not available for use.

7.2 SPECIFIC PLAN PARKING ALTERNATIVES

Recognizing that while there is adequate parking in terms of overall capacity (number of stalls) within the Village but inadequate distribution and inefficient utilization, the Village Specific Plan provides a strategy that collectively addresses parking need and utilization without creating extensive, underutilized parking lots.

To maintain a reasonable parking supply within the Village and minimize impacts on surrounding neighborhood streets, improvements to parking management will be necessary with or without the projected Village development. The Specific Plan is proposing a gradual, maximum ultimate build-out of

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an additional 320,733 square feet of mixed-use (retail, office, hotel, civic, residential) in Del Mar Village beyond the current development with a maximum development potential of 600,000 square feet.

Assuming that the regulatory status quo is maintained in terms of parking requirements, and all parking is provided based on land use for each individual use; Table VII-2 indicates the amount of parking that would be required based upon Plan build-out. This assumes that all parking is private and no shared parking is encouraged.

Table VII-2, Build-out Parking Estimate per DMMC Section 30.030

If nearly 2,400 parking spaces were provided within the Village area outside of those dedicated to Del Mar Plaza and L'Auberge Hotel, the area committed to parking would occupy over 19 acres of land, or more than half of the entire 32 acres in the Specific Plan. Given that on-site, private parking's average occupancy is between 50% and 62% in the Village, some of that parking would usually sit vacant. It would not be available for the public and it would not provide additional parking where parking is most needed.

'Park-Once' Strategy: Del Mar Village will transition from a private parking approach to a 'Park-Once' strategy to improve the parking availability. A 'Park-Once' strategy maximizes the efficient use of the Village parking supply by developing a supply of publicly available parking that can be shared by all uses. Rather than providing private parking reserved for the individual property, property owners will be incentivized to provide public parking on their private properties that can be shared by any Village uses. The 'Park-Once' strategy also develops parking ratios tailored to Del Mar's development program and based upon the ability to share parking between uses.

The 'Park-Once' strategy allows the various Village uses to share parking which results in a more efficient use of the available parking (Figure VII-1, Del Mar 'Park Once' strategy). The strategy also encourages customers to park in one location and to walk between establishments, thereby expanding their exposure to different businesses. In addition, the strategy also reduces vehicle trips within the Village, reduces the large areas of parking, which in turn reduces impervious areas and the heat-island effect created by parking lots.

Implementation of a 'park-once' strategy would, over time, develop a pool of publicly available parking that can be shared by non-residential uses. It would open up strategically located pockets of parking on private parcels and be supplemented by a parking structure and curb parking within the public property. Implementation would encourage existing private property owners to convert their parking to publicly available spaces.

An analysis of the mix of uses included in the Village Specific Plan has determined that parking demand characteristics of the proposed uses allow for public parking to be shared and utilized in a more efficient

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manner due to the individual use parking demand peaking at different times of the day (Appendix D-2). The analysis shows that using a schedule of Del Mar 'Park-Once' parking ratios (Table VII-3) sufficient publicly available parking can be provided by existing and future development to accommodate the parking demand expected to be generated by the Village Specific Plan. This shared parking analysis assumes that public parking would not exceed 90% occupancy in some areas during the peak demand. The analysis of required parking is a conservatively high estimate since it does not take into account additional reductions in parking demand due to walking trips between uses that are encouraged by the "park once" strategy or by the local population living within walking distance of the Village. Currently, approximately 40% of Del Mar's residents live within ¼ mile of the Village, a comfortable 10 minute walk.

Table VII-3, Del Mar 'Park-Once' Parking Ratio

A 'Park-Once' strategy of shared parking will actually reduce the numbers of parking stalls needed when compared to the DMMC required number of stalls if the parking is open to the public. This is because peak parking needs for different land uses are at different times of the day and the mix of uses in the Village allows one use to utilize the available public parking when another use needs less or no parking at all. It also allows weekday/weekend fluctuations, as some uses need more parking on weekdays while others have their peak demand on weekends. Even when two uses need parking at the same time, the shared parking is often used by shared patrons.

Future publicly available parking would be provided by developments as well as parking related projects sponsored by the City. It is anticipated that, at build-out, the public parking will be provided per Table VII-4.

Table VII-4, Proposed Parking Provisions

Figure VII-4 identifies the larger properties within the Village that could potentially support additional parking, most likely in structures as well as their allowed development.

7-3 PARKING IMPLEMENTATION STRATEGIES

Overall Village

An objective of the Specific Plan is to find the appropriate parking rates that generate adequate parking and assure that occupancy is approximately 90% at peak demand times. A 90% utilization rate assumes that there is usually one available stall per block, but it also does not create substantial areas of underutilized, paved parking lots that are detrimental to the Village environment.

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- Adopt and incentivize a “Park-Once” strategy that promotes an overall shared parking concept; incentivize property owners to provide publicly accessible parking rather than “reserved” or “restricted” parking; and to encourage all patrons of the Village to park in parking reservoirs and walk to single or multiple destinations.
- Prepare and implement a Parking Management Plan that recommends additional management strategies for site specific locations, including employee parking, parking time restrictions, valet, and in-lieu fees prior to any “Park-Once” rate being utilized. The Parking Management plan must consider interim reviews and strategies to adjust the management practices to address additional needs and unanticipated problems. The Parking Management Plan shall be adopted by resolution by the City Council of Del Mar.
- The Parking Management Plan will include an employee parking component with actions specific to reducing neighborhood impact from employee parking, including parking demand management, carpools, transit incentives and monitoring. The compliance with the Parking Management Plan shall be a condition of all appropriate Village business licenses.
- Prepare a Parking Monitoring Program as part of the Parking Management Plan. This monitoring program shall take a snapshot of parking conditions at two year intervals and the results will provide a basis for making adjustments to the parking management measures that are implemented as part of the Village Parking Management Plan. The monitoring plan shall include:
 - A parking utilization survey of public parking within the parking study area defined in the Village Specific Plan
 - A focused parking duration survey of those areas that are found to have a utilization rate of 75 percent or more.
 - The surveys will be conducted during the summer season on a typical summer weekday that is not influenced by any special events.
 - The results of the parking surveys will be reviewed and if significant parking shortages are identified by the City Engineer, refinements will be made to the parking management measures. (A significant parking shortage is defined as an average utilization rate of 91 percent or more in either the north subarea (12th street to 15th Street) or the south subarea (south of 12th street)).
 - The refinement to parking management measures could include adjustments to time restrictions, the provision of additional public parking spaces, or other parking demand management measure.
- Consider, design and implement a parking structure at the City Hall site to create a reservoir of public parking.

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- Consider and implement a Village Parking Benefit District, and enable annual assessment of any parking fees for public parking facilities.
- Require parking stalls for the disabled both on site and in the public right-of-way to meet or exceed requirements per the DMMC and California Title 24 statutes.

Public Parking Structure(s):

- Consider, design and implement a parking structure at the City Hall site when necessary to create a reservoir of public parking.
 - Utilize City Hall surface parking until utilization indicates need for parking structure or the City Hall property is redeveloped. In the interim, maximize the use of the parking lot through efficient striping, tandem employee parking or valet.
 - Conduct an Initial Study at the time of parking structure design, to determine if the existing, adopted Program EIR is sufficient for assessment or if further environmental review is necessary;
 - Site the parking structure with sensitivity to the surrounding residential neighborhoods, including glare, lighting, noise and egress.
- Encourage and pursue public/private partnerships with either private developments or other institutional entities to increase the capacity of public parking in and around the Village area by expanding private parking structures with public parking.

Camino del Mar:

- Camino del Mar is proposed to be redesigned as a two-lane collector (one travel lane in each direction) with roundabouts anticipated at the intersections of 9th, 11th, 13th and 15th Streets. This will increase the area available for diagonal parking within the public-right-of-way.
- Maximize the Camino del Mar right-of-way for on-street diagonal parking.
- Pursue additional means of public parking, including restriping Camino del Mar south of 9th Street; adding parking on other public property such as the Shores property or the Post Office property; and working with properties outside of the Village Specific Plan, including St. Peter's Church and the train station to supplement the Village parking.

Local Streets:

- Consider a Parking Management Plan to address the residential neighborhoods adjacent to the Village. Strategies could include: timed, metered and/or permit parking to ensure an adequate turnover in parking and to discourage commercial and employee parking in residential areas for extended periods of time.

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Alleys:

- Maintain Del Mar Lane and Maiden Lane for parking access and parking circulation. Speed control devices, such as speed tables and/or speed bumps may be necessary.

Privately Owned Parcels:

- Require all new development to construct the required parking as “public parking” when utilizing the ‘Del Mar Park-Once’ parking standards.
- Require that the current DMMC land use specific parking ratios be applied to developments where parking is not made available to the general public.
- Require existing development to open private parking to the public when applying the ‘Del Mar Park-Once’ parking standards for intensification or change of use.
- Require multifamily residential and lodging developments within the Village Specific Plan to provide dedicated on-site parking per the ‘Del Mar Park-Once’ parking ratios.
- Encourage the provision of additional public parking on private development parcels above and beyond the ‘Del Mar Park-Once’ parking ratios by incentivizing with additional FAR per new DMMC Chapter 30.81. (See Appendix D-3)
- Allow private properties to provide reserved parking on site for uses other than lodging or multifamily residential, provided it is provided above and beyond the minimum ‘Park-Once’ parking ratios.
- Encourage the creation of structured parking on private development parcels, including under-grade parking, by excluding the parking structure from the FAR calculations, if constructed under a building per stipulations in Village Specific Plan Chapter VI.
- Allow private property owners within the Village Specific Plan to charge for parking per the guidelines developed in the Parking Management Plan.
- Allow alternative parking formats, including mechanical lifts and tandem parking for valet, residential or office uses per new DMMC Chapter 30.81. (See Appendix D-3)
- Allow micro-stalls for golf carts, smart® cars, motorcycles or similar undersized vehicles to contribute to additional parking supply per new DMMC Chapter 30.81. (See Appendix D-3)
- Establish a uniform signage program to provide directional signs to public parking reservoirs and to identify public parking lots or garages.

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8.1 STORMWATER

Del Mar Village is served by existing utilities including the storm and surface water drain system, the wastewater system, water supply, solid waste disposal, electricity and communication services. Each utility system is envisioned to be maintained without the need for system upgrades ~~short-with the~~ exception of laterals or connections to new developments. The storm drain and surface water collection require public upgrades with the reconstruction of Camino del Mar.

8.1.1 Existing Context

The Specific Plan area drains westward to the Pacific Ocean. Storm water runoff is conveyed primarily by surface flow utilizing roadside swales, curbs and gutters, with limited catch basins and storm drain pipes, primarily along Camino del Mar. There are three ocean discharge points, the 15th Street outfall, the 12th Street outfall and Sea Orbit Lane. The storm drainage system is diagrammed in Figure VIII-1.

Stormwater is regulated through the Del Mar Municipal Code 11.30, the City of Del Mar Stormwater Management and Discharge Control Ordinance (Ord. 652, 739, 752, 802, 839).

8.1.2 Storm Drain System Implementation Strategies

The Village Specific Plan will maintain all regulations of DMMC 11.30 in effect. In addition, it establishes the following objectives for specific project implementation.

- Require that the design of Camino del Mar, and in particular the provision of roundabouts, maximize permeable surfaces to the extent possible to promote groundwater recharge and the infiltration of stormwater.
- Require that the stormwater collection system be redesigned with the Camino del Mar improvements.
- Encourage planter areas within the Camino del Mar right-of-way to be designed as “rain gardens” to aid in the infiltration of stormwater, the reduction of runoff and an improved water quality.

8.2 WASTEWATER SYSTEM

The City of Del Mar manages the wastewater system according to Del Mar’s Sanitary Sewer Management Plan. Within the Plan area, the system consists of 6- to 8-inch-diameter collector lines with lateral lines serving individual properties, as shown in Figure VIII-2. Cleanouts and manholes exist throughout the system. Wastewater is gravity fed to a 12-inch main west of the Plan area, which flows by gravity to the 21st Street pump station. Wastewater is then transported to and treated by the City of

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of San Diego. Del Mar's wastewater system currently handles all wastewater generated within the City and has the capacity to increase service to accommodate development anticipated in the Specific Plan. No anticipated changes are expected to the wastewater system.

No reclaimed water distribution is currently available in Del Mar nor is it planned to be delivered from the regional system in the foreseeable future, hence it is not required as part of this Specific Plan.

8.3 WATER SYSTEM

8.3.1 Existing Context

The City of Del Mar distributes potable water throughout the City within its municipal system, which includes an existing 12-inch main line under Camino Del Mar and 4-inch and 6-inch lateral lines which serve the individual properties and hydrants. The existing water delivery infrastructure is adequate to service the Plan area and anticipated new development.

8.3.2 Water System Implementation Strategies:

Water delivery and water supply may be adequate to meet demands; however the challenges of climate change, droughts and other water shortages suggest stronger measures for water conservation. Because the majority of water is used in landscape irrigation and indoor plumbing, the following objectives are outlined for the Specific Plan area.

- Require that landscape within the public right-of-way consist of drought-tolerant species and to be irrigated, if necessary, with low-flow irrigation.
- Require that all plumbing in new development utilize low-flow or water conservation fixtures as stipulated by the Building Code.

8.4 SOLID WASTE DISPOSAL

8.4.1 Existing Context

Solid waste collection, including recyclables and yard waste, is provided by contractor services in the City of Del Mar.

8.4.2 Solid Waste Disposal Implementation Strategies:

In order to promote recycling and responsible, clean trash disposal, the following objectives are outlined for the Village Specific Plan area:

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- Require each property to have a trash enclosure, fully enclosed on all sides and shielded from public view. The trash enclosure must be of adequate size and is required to accommodate both trash and recycling containers. Trash enclosures shall be sited to reduce potential impacts on adjacent residential properties.
- Require trash enclosures and receptacles to have lid controls that prevent odors, muffle loud noises, provide vector control and reduce neighborhood impact.

8.5 TELEPHONE, GAS AND ELECTRIC UTILITIES

8.5.1 Existing Context

The Plan area is currently served with existing dry utilities, including telephone and communications, gas and electrical. The system is adequate for the potential demand.

8.5.2 Utilities Implementation Strategies:

- Require new development, when deemed feasible by the City Engineer, to underground on-site existing or proposed utilities in order to enhance visual aesthetics.

8.6 MUNICIPAL SERVICES

Del Mar Village is served by the San Diego Sheriff's Department for police protection and the City of Del Mar Fire Department for fire protection. Del Mar's Park Ranger supplements enforcement within public parks and public spaces. The City of Del Mar also provides parking enforcement. These municipal services will be maintained and all safeguards, as required by the Building Code, remain in effect.

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9.0 INTRODUCTION

This Chapter sets forth the City's most viable options for financing the public improvements components of the Village Specific Plan. It is important to note that the City is only evaluating options that are within the City Council's direct authority or that would be within the authority of the property owners within approval that own property within the Village Specific Plan Area to approve. No residential assessments or residential fees are needed for these public improvements.

9.1 HISTORICAL PERSPECTIVE OF PUBLIC FINANCING IN DEL MAR

In recent years, the City of Del Mar has maintained a small but steady capital improvement program. It has relied mainly upon pay-as-you-go financing from current revenues and grants. From time to time, the City has financed capital improvements through long-term capital leases, lease/lease-back agreements, and general obligation bonds. The City also manages two benefit assessment districts providing special benefit improvements to private property owners.

Both capital leases and lease/leaseback agreements allow local governments to finance public property acquisition and/or improvements over longer periods. In the recent past, the City has utilized these financing methods to acquire and/or develop the Del Mar Library and the Powerhouse Community Center. These obligations have been completed. More recently, the City used this financing method along with donations from the community to acquire the Del Mar Shores property from the Del Mar Union School District. That obligation also has been retired with proceeds from the sale of surplus City land.

General Obligation (GO) Bonds have been used by the City on a few occasions. In 1977, the City issued two series of GO Open Space and Park Bonds for acquisition and improvement of public park and open space lands. Those bonds have now been retired. In 1999, the City issued \$1.9 million in voter-approved, GO Wildfire Protection Bonds for water system improvements along Crest Road. The Wildfire Protection bonds remain outstanding, with annual debt service of about \$176,000 per year, and will be retired in 2014.

The two special benefit assessment districts provided financing, supported by assessments on the benefitted properties, for seawall improvements along the beach front and for undergrounding overhead utility lines in the Ocean View/Ocean Pines neighborhood.

In the past and currently, the City finances roadway improvements through the General Fund and through TRANSNET funds. TransNæet funds are restricted funds that can only be used for roadway and transportation related maintenance and improvements, such as are being proposed in the Village Specific Plan.

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9.2 DEBT ISSUANCE AND SPENDING LIMITATIONS

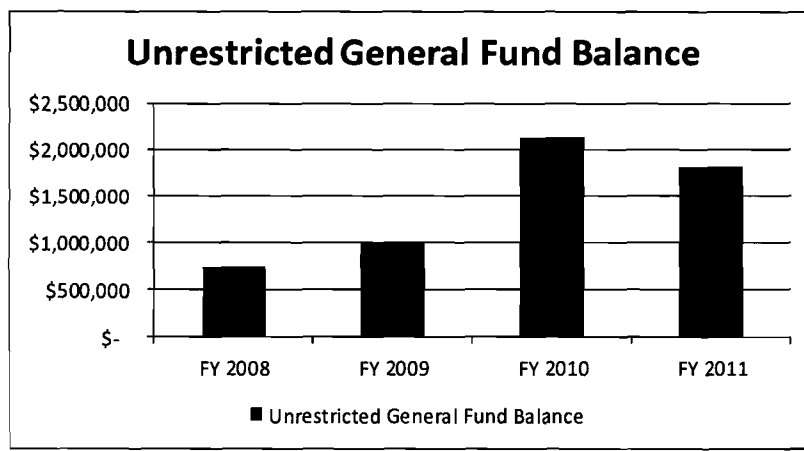
California law limits the amount of direct and overlapping debt the City may incur to 15 percent of the assessed value of property. As of June 30, 2011, the total direct debt of the City was 0.03 percent of its assessed value and less than \$153 per capita. The overlapping debt of other public agencies and assessment districts amounted to 0.10 percent of assessed value. The combined direct and overlapping debt is less than 0.50 percent of assessed value, well below the State's limit. This is one of the factors behind the City's AAA credit rating.

Under California Constitutional spending limits, known as the "Gann Limit," the City's current appropriation limit from proceeds from taxes is just over \$19.9 million. For the 2011-2012 fiscal year, the City's anticipated proceeds from taxes are under \$7.7 million. The City enjoys a surplus spending capacity of more than \$12 million from any new or additional tax receipts.

9.3 GENERAL FUND FINANCING CAPACITY

The City has typically managed its operating expenditures so that revenues exceed expenditures in each year. Over time, it was noted by the City Council that revenues had typically grown at 5.4 percent per year, and that expenditures had grown at 4.0 percent per year. In 2007, Council created a policy called the Finnell Plan, named after former Council member and Mayor Jerry Finnell in which this incremental cash flow could be set aside for the City's capital improvement program. The Long Range Capital Improvement Plan submitted with the Finnell Plan, although not approved, did list roadway, streetscape and sidewalk improvements within the area of the Village Specific Plan.

Looking at General Fund revenues and expenditures over the past four years, the difference in growth rates between revenues and expenditures have permitted the General Fund unrestricted balance to grow approximately \$1,057,000, as in Figure XX--



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In addition, the City's Capital Reserve, has increased from \$175,000 to \$665,000 during this same period. ~~graph below shows the City's General Fund revenue and expenditure changes over the past three fiscal years. During this period, General Fund revenues have increased by nearly \$1.2 million while expenditures have declined slightly. Overall, the General Fund balance has increased by about \$1.4 million. While it would not be prudent to allocate the entire amount of the increasing revenues over expenditures to finance new debt service for the Village capital improvement program, the General Fund has some limited capacity to contribute to financing these improvements, even before the new revenues from impact fees, or through the new sales tax and property tax revenues that are likely to accrue through revitalization.~~

9.4 STRATEGY FOR FINANCING PUBLIC IMPROVEMENTS

The Village Specific Plan public improvement financing strategy consists of three elements: first, determining the projected costs of the public improvements; second, identifying potential revenue sources associated with new development; and finally, determining the means by which ~~the improvements~~ any shortfall may be financed. Residential Assessments and Residential Fees are not part of the City's strategy.

9.5 PUBLIC IMPROVEMENTS COSTS

The major public improvements costs of the Specific Plan include the Camino del Mar Streetscape, at a preliminary estimated cost of \$4.5 million to \$5.5 million (2012 dollars), and the Public Parking Structure at a preliminary estimated cost of \$5 million to \$7 million. The total preliminary estimated costs range from \$9.5 to \$12.5 million in current dollars. This preliminary cost estimate is based on a normal method for construction. There is consideration to reduce the length of construction time to limit construction impacts on existing businesses. If the construction schedule is accelerated there may be an increased estimate of the costs of the Camino del Mar Streetscape improvements.

-Note that if the parking structure is developed on the Civic Center site, in conjunction with the development of a new City Hall, the parking structure may be financed through a private-public partnership at some future date.

9.6 POTENTIAL NEW DEVELOPMENT-RELATED REVENUE

The projected increase in developable floor area for retail, retail-services, restaurant, and residential mixed-uses envisioned in the Village Specific Plan could generate new and increased revenues.

New construction alone could produce additional property tax revenues. The City receives approximately 14 cents of each property tax dollar collected by the County. The 138 new residential units are projected to have an assessed value of \$700~~350~~,000 each, contributing a total of about \$135,000 to annual City property tax revenues.

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The addition of 43 new boutique hotel rooms will also generate approximately \$217,000 per year in transient occupancy tax (TOT) based upon the City's existing TOT rate of 11.5 percent, an annual average occupancy rate of 60 percent and a room rental rate of \$200. Using this income stream, hotel rooms are valued at ~~\$206,000~~~~109,500~~ each, based upon a ~~740~~ percent capitalization rate, resulting in an annual increase in property tax revenues of ~~\$12,000~~~~6,592~~.

An increase in retail and retail-services floor of 138,500 square feet in new development would generate ~~about \$136,000~~~~\$138,700~~ annually in additional sales tax revenue for the City, based upon the City median retail and personal services taxable sales of \$98 per square foot. (Note that retail services currently are not taxable and the projected sales tax is derived from retail merchandise sales only.) Using an average retail space lease rate of ~~\$3,605.00~~ per month per gross square foot and a capitalization rate of ~~740~~ percent, new retail and retail-service construction is valued at ~~\$85.43~~~~1~~ million, generating additional annual City property tax revenue of ~~about \$120,000~~~~16,340~~.

An increase in restaurant floor area of 66,000 square feet is projected to generate ~~\$278,000~~~~7,860~~ in annual sales tax revenue for the City, based upon the City median restaurant taxable sales of \$421 per square foot. Using typical restaurant lease rates of \$5.00/month per square foot, and a capitalization rate of ~~7.540~~ percent, the potential new restaurant space would be valued at ~~\$52.839~~~~6~~ million, generating additional annual City property tax revenue of ~~\$74,000~~~~55,440~~.

A small increase in potential office space development is valued at \$3.00 per square foot, for an annual property tax increase at ~~\$255~~~~178~~.

As indicated in Table IX-1, when fully developed, the additional retail, restaurant, hotel, and residential growth anticipated in the Village Specific Plan is estimated to generate about ~~\$972~~~~876,000~~ per year in new revenues for the City's General Fund. It may take 20+ years to reach this level of generated revenue, so this revenue stream is not being assumed to be available to help finance the VSP.

Table IX-1, Revenue Projection for New Revenues in Village Specific Plan

Additional Generation:	Unit Type	Net Lease Capitalization		Value Each	Total	Tax Rate	City Share
		Rate/s.f.	Rate				
Residential MF Units (Property Tax)	138 units		n/a	\$ 700,000	96,600,000	1.00%	\$ 135,240
Boutique Hotel (Property Tax)	43 rooms		7.0%	\$ 206,486	8,878,886	1.00%	12,430
Boutique Hotel TOT	43 rooms			\$ 5,037	216,591	11.50%	216,591
Retail and Personal Services (Property Tax)	138,500 sf	\$ 3.60	7.0%	\$ 617	85,474,286	1.00%	119,664
Retail and Personal Services (Sales Tax)	138,500 sf			\$ 98	13,573,000	1.00%	135,730
Restaurant (Property Tax) @ \$5/s.f.	66,000 sf	\$ 5.00	7.5%	\$ 800	52,800,000	1.00%	73,920
Restaurant (Sales Tax)	66,000 sf			\$ 421	27,786,000	1.00%	277,860
Office @ \$3/s.f.	354 sf	\$ 3.00	7.0%	\$ 514	182,057	1.00%	255
Civic	6,534 sf			n/a	n/a	n/a	-
Public Park/Plaza	4,140 sf			n/a	n/a	n/a	-
TOTAL							\$ 971,690

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9.7 PUBLIC IMPROVEMENT FINANCING OPTIONS

The Del Mar Village Specific Plan public improvements may also be financed through several options, including options for long-term, tax-exempt financing.

In-lieu fees, impact fees and exactions, or user fees, associated with new development will contribute some amount of one-time or restricted revenues.

Given the current low-interest rate environment and the City's favorable credit rating, the City Council may also wish to consider financing options that include long-term debt financing, in which the cost of public improvements will be spread over their future life-time. The most favorable debt financing options include government-sponsored programs such as by SANDAG and the State of California as described below. In addition, other options include~~The options available include~~ lease revenue bonds, general obligation bonds, assessment districts, community facilities districts (Mello-Roos bonds), and business improvement districts.

The following descriptions provide a range of feasible options for financing construction of the public improvements. A combination of one or more options may be required to provide full funding.

9.7.1 Cash Financing

In Fiscal Year 2011-2012, Currently, the City has an available balance about \$~~66550,000~~ in its capital reserve. While These funds may be tapped to finance a portion of Village public improvements. However, the City has traditionally cash financed its ~~depended on these funds to finance its~~ ongoing capital improvements and replacements program and the Finnell Plan's "Long Range CIP" envisioned most of the proposed improvements.; ~~the proposed Public Finance plan does not call for the use of the capital reserve. It may temporarily use a portion of the Capital Reserve for interim financing purposes, but the Reserve is not identified as a permanent funding source in the Public Finance component.~~

9.7.2 Public Donations

The Del Mar community has been very generous in raising funds for public projects through private donations. Successful examples of such financing include projects funded in whole or in part by the Friends of the ~~Powerhouse Del Mar Parks~~, the Friends of the ~~Del Mar Parks Powerhouse~~, the Del Mar Garden Club, and residents at large. While such generosity may not extend to the Village Streetscape or Public Parking improvements, contributions from private donors or businesses may be available to assist in financing some of the elements of these projects.

9.7.3 Public and Private Grants

Many public and private grant programs are available, particularly for projects related to pedestrian, bicycling, and road improvements. Examples include:

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Caltrans Bicycle Transportation Account. The Bicycle Transportation Account (BTA) is an annual program providing state funds for city and county projects that improve safety and convenience for bicycle commuters. Under the California Bicycle Transportation Act, projects must be designed and developed based on the commuting needs and safety of all bicyclists. The City ~~must~~ would first need to develop a Bicycle Transportation Plan (BTP), which must be approved by the Regional Transportation Planning Agency (SANDAG).

Caltrans Local Assistance Program. The Local Assistance Program oversees distribution of more than one billion dollars annually to more than 600 cities, counties, and regional agencies, for the purpose of improving transportation infrastructure.

SANDAG Healthy Works (CPPW) Pass-Through Grant Program. Under this program, more than \$1 million in grants have been awarded ~~in grants~~ to local agencies, a portion of which have been related to redevelopment programs.

SANDAG Transportation Development Act. This program provides for funding of the region's public transit operators and for non-motorized transportation projects. Two percent of this funding is dedicated to programs for the exclusive use of pedestrians and bicyclists. Once the City of Del Mar completes its Bicycle/Pedestrian Plan, the City may apply under this program for the portion of the cost of right-of-way improvements.

SANDAG Smart Growth Incentive Program. This SANDAG program funds smart growth planning and capital programs and operates on a biennial funding cycle. Several elements of the Village Specific Plan meet Smart Growth Program objectives.

SANDAG Regional Transportation Congestion Improvement Program (RTP). The City of Del Mar may request SANDAG to designate Camino del Mar as a regional arterial route, qualifying the City to compete for Regional Arterial System (RAS) funding in the next RTP. Camino del Mar was removed from the RTP by the City Council in 1989. Consideration for restoring the regional route designation was again rejected by the City Council in 2011.

Community Development Block Grants (CDBG). The City typically receives approximately \$20,000 annually in federal CDBG grants. These funds may be used for sidewalk improvements.

Due to the uncertainty of receipt of grant funding, it is not relied upon as a financing source in the VSP. In order to compete favorably for receive SANDAG grant funding, the City must first have a Certified Housing Element, which it is anticipated to be complete and approved by April 2013.

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9.7.4 Development Impact and Regulatory Fees and Exactions

Many cities rely on development impact and regulatory fees and exactions for construction of related public improvements. Such fees and exactions available to Del Mar include:

In-Lieu Fees. Chapter 30.80 of the Del Mar Municipal Code allows the establishment of In-Lieu Fees for partial satisfaction of on-site parking requirements within the Central Commercial Zone. In-Lieu Fees are set by Council, but may not exceed the actual cost of developing the required parking. Present estimates for such costs range from \$25,000 to \$35,000 per space. In-lieu fees may represent the weighted average cost of developing a series of parking alternatives. For example, Table XX shows a sample In-Lieu Fee calculation showing the weighted costs of newly created street parking and underground structure parking.

	Cost per Space	Number of Spaces	Total Cost	In-Lieu Fee per Space
Parking Garage	\$ 35,000	200	\$ 7,000,000	
New Diagonal Streetside Parking	\$ 10,000	50	500,000	
		250	\$ 7,500,000	\$ 30,000

Development Impact Fees. Development Impact Fees are appropriate for areas near build-out, and provide some limited means to reimburse the City for the incremental impact of new development on the existing infrastructure. In the case of the Village Specific Plan the City is proposing to fund the improvements that mitigate the impacts of development up front that which would otherwise be required of a development to fund as part of their construction process. The exception to this is major roadway improvements to mitigate a development's traffic impact. The costs of major roadway improvements are usually too great for any one development to fund and that is why Impact Fees were created.

Traffic Impact Fees. Traffic Impact Fees, or Mobility Impact Fees, as they are sometimes called, are a type of Development Impact Fee which permits jurisdictions to be compensated for the additional traffic impacts of developments. These fees are typically calculated by computing the average daily trips associated with each type of new development, and then calculating the cost of developing the increased traffic capacity required to serve the area. Fees are typically assessed for example per 1,000 square feet of commercial development, or per the number of increased trips that a development would create new dwelling unit, etc. The City of Del Mar is unusual in not assessing Traffic Impact Fees to new development. By not assessing such fees then the City effectively subsidizes development. These fees are widely assessed across the nation. Traffic Impact Fees would only be assessed upon completion of a comprehensive study determining an appropriate level of the fee.

Area of Benefit Fees. These fees, also called public facility reimbursement fees, may be imposed by the City on private property that is determined to benefit from public improvements. The fee amount is fees determined by apportionment of the total cost of the improvements over the area benefited. The fees are imposed as a lien upon the benefitted property and are collected when development permits are issued.

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Parking Meter Fees. Not technically a development impact fee or exaction, parking meter revenues are a type of regulatory user fee and can be used to help finance street improvements. Within the Village area, parking meters currently are located in the L'Auberge Del Mar Resort and Spa parking garage and at St. Peter's Episcopal Church. For Fiscal Year 2011-2012, these meters have been returning an average of ~~these meters return~~ about \$3.50 per day per meter. Parking meters at the Bbeach return an average of about \$20 per day per meter. To be conservative, the lower number is being used as a minimal parking meter return. At the \$3.50/day rate, placing meters on the 223 existing free-parking spaces in the Village area and an additional 50 spaces or more gained from Camino del Mar improvements could generate about \$350,000 in gross annual revenues that could support financing for a substantial amount of improvement costs. Placing meters in the 200 spaces anticipated for a Public Parking structure could generate an additional \$250,000 per year, for a total of \$600,000 per year.

9.7.5 Long-Term Debt Financing Options

Lease-Revenue Bonds. Lease-revenue bonds can provide long-term financing for leasable public improvements. The advantage of this financing option is that voter approval of the lease obligation is not required. The bonds are secured by a leasing agreement between the City and a third-party lessor. Annual rents are obligations of the General Fund. This option potentially has the highest risk to the General Fund because the timing and amount of future revenues from Specific Plan development within the Village are not certain.

The following options would require either voter or property-owner approval.

Mello-Roos Bonds and Community Facilities Districts (CFDs). Mello-Roos and Community Facility District bonds provide long-term debt financing options secured by a special tax authorization upon property within the special tax area. The special tax authorization requires a two-thirds vote of approval either by property owners or voters within the taxing district. The special taxes authorized can be used to pay the debt service on bonds and for annual maintenance costs. These special taxes may be apportioned on any reasonable basis, except ad valorem property values, and do not require complicated special benefit calculations of assessment districts.

Benefit Assessment Districts. Benefit assessment districts may be used to finance public projects or improvements that provide special benefits to property owners. Such projects or improvements may include streets, sewers, storm drains, landscaping and street lighting. Each property, whether public or private, must be assessed according to a calculation of the special benefit received, and no more. The cost improvements benefiting the general public may not be assessed. Procedures for approving special benefit assessments are costly and time consuming. Ultimate approval requires that the total value of assessment upon the property owners who approve of the assessment, must outweigh the value of assessment of those who are opposed, in a mailed ballot proceeding.

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A special category of benefit assessment district is available for parking and business improvements. The annual assessments may also include the cost of services benefitting the businesses or properties within the district. Special procedures are required for creating these BIDs or PBIDs.

General Obligation Bonds (GO Bonds). General obligation bond financing may be authorized only upon approval by a two-thirds vote of all voters at a regular or special election. Bond proceeds may be used for acquisition and development of a wide variety of public improvements. A special property tax may also be approved by a two-thirds vote to pay the debt service cost of the GO bonds. Because GO bonds are secured by the tax rollback, they are considered to be very low-risk, and carry the lowest rates.

9.7.6 Special Government Agency Financing Programs

Due to the cost and difficulty of issuing debt, many small governments do not have efficient access to the capital markets. Recognizing this need, both SANDAG and the State of California have established programs to assist local governments in their capital financing needs. The City of Del Mar will attempt to access these program as a first choice if they are available at the time that capital funds are needed for the public improvements.

TransNet Tax Revenue Bonds. Every few years, SANDAG issues TransNet Tax Revenue Bonds. These bonds are secured by TransNet sales tax revenues, which are a stable and readily acceptable source of bond funding. Due to economies of scale, these bonds incur relatively low issuance costs. The true interest cost (TIC) is also relatively low. SANDAG anticipates a TIC of about 4.0 to 4.5 percent. SANDAG also offers a commercial paper (CP) financing program with an even lower total annual cost, currently about one percent. However, the rate is reset periodically and borrowers incur added interest rate risk.

The City currently receives annual TransNet revenues of \$178,000. All or part of these revenues could be pledged to SANDAG financing assistance. The full amount of these revenues would support about \$2.9 million in bond proceeds, at 4.5 percent and a 30-year term. In order to receive the annual TransNet funds the City is required to spend a certain amount of money on it's roadways. This requirement is referred to as its "Maintenance of Effort" (MOE). However, such commitment of these Transnet revenues would require the City to find alternate sources of funding to meet its on-going roadway maintenance needs now funded by TransNet revenues. The City is required to meet an annual Maintenance Effort requirement in order to receive these TransNet revenues. Each year, the City must spend approximately \$430,000 on —capital improvements and maintenance of its transportation network (street, sidewalks, bike facilities, traffic signs etcet.), and an additional \$212,500 on specialized transportation services. When evaluating this funding source staff determined that the City's long-term roadway maintenance needs could be maintained well within the \$430,000 annual budget for the required MOE. Two factors played into this evaluation: the fact that a portion of the annual MOE fund goes into performing maintenance in the area covered by the Village Specific Plan and that a large portion of the annual Transnet Funding also goes into the Camino dDel Mar corridor, as it is the most travelled route through the City. —While participating in a TransNet bond would be a long-term commitment of its our

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TransNet revenues, the staff City believes that it is consistent with the life cycle of the proposed new improvements, and that as well as the annual MOE expenditure requirement budget of \$430,000 require for MOE is enough to handle our on-going roadway maintenance needs. typically spends much of its TransNet funding on the Camino del Mar corridor anyway, as it is the most travelled route through the City.

I-Bank Financing. The California Infrastructure and Economic Development Bank (I-Bank) makes relatively low interest loans of up to \$10 million over 30 years for public infrastructure projects that create jobs and promote economic development. I-Bank bonds are set at two-thirds the rate of the current municipal bond rate, and have certain minor additional administrative costs. Both the Camino del Mar Streetscape and the Public Parking structure projects would qualify. However, funding is awarded on a competitive basis and is not certain. If approved, financing is available at a subsidized rate of one-third below the current municipal bond rate. Because this option provides relatively lower cost of issuance and financing, the City Council will be asked to authorize an application for financing under this option, upon approval of the Specific Plan.

9.7.78 Public-Private Development Partnership

The Civic Center site offers 1.8 acres between 10th and 11th Streets along the west side of Camino del Mar. From time to time, the City has considered various potential development options for the site. In the During 2007, the City commissioned a study by the Keyser Marston, an economic consulting firm, that demonstrated the feasibility for a private-public partnership for development of a new City Hall complex, which included: and civic uses, a parking structure, retail and office use, and some residential use. Such an approach could enable development of the parking structure utilizing ground rent revenues from the private development.

9.7.7 Demonstration Financing Scenarios

The exact mix of funding options will depend upon the sources available at the time that the public improvements are constructed. As a first priority, any grant funding that can be obtained will be applied as to reduce cost impacts of the project. Private fundraising will also be conducted to determine whether it might be available to assist as well. In terms of debt financing, as of the time of this writing, the I-Bank program offers the most favorable long-term interest rates, so it will used to the extent that it is available. The SANDAG TransNet bond program is currently the next most favorable option.

Based upon the assumptions onf costs and programs available at the time of this writing, the following strategies aremay be considered to be the most viable method for financing the public improvements.

Camino del Mar Streetscape/Pedestrian Improvements.

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		<u>Interest Rate</u>	<u>Funding</u>
TransNet Bond	\$ 2,900,000	4.50%	\$178,035 Existing Transnet Funding
I-Bank Financing	<u>2,600,000</u>	2.60%	<u>\$125,884</u> General Fund
	\$ 5,500,000		\$303,920

Annual financing costs based upon a 30-year term.

In addition to the anticipated new/increased revenues from the new business activity that the road and pedestrian improvements are expected to generate, the City may try to repay its General Fund, and make up for the commitment of its TransNet funding revenue through the imposition of parking in-lieu fees collected lump sum or over time, and through development impact fees or transportation impact fees. There will be approximately 50-60 additional parking spots created through the public improvements for which in-lieu fees could be applied. At an average cost of \$30,000 per space, the City could receive up to \$1.8 million in parking in-lieu fees. Transportation impact fees (TIFs) could easily generate \$1 to \$2 million or more over time.

Parking Structure Financing

<u>Revenue Sources</u>		<u>Number Collected</u>	<u>Total</u>
In-Lieu Fees	\$ 30,000	50	\$ 1,500,000
Civic Center Parking Contribution	\$ 30,000	60	\$ 1,800,000
Remainder to be Financed			<u>\$ 3,700,000</u>
			\$ 7,000,000

	<u>Cost Per Parking Meter</u>		
<u>Annual Financing Cost of \$3,700,000</u>	<u>400 meters</u>	<u>200 meters</u>	<u>140 Meters</u>
Revenue Bond - 30 year at 5 percent	\$ 240,690 \$ 1.65	\$ 3.30	\$ 4.71
I-Bank - 30 year at 2.6 percent	\$ 179,143 \$ 1.23	\$ 2.45	\$ 3.51

To construct the parking, the VSP assumes the imposition of in-lieu fees to allow businesses which may not be adequately parked to meet their parking requirement.

Table XX - assumes that in-lieu fee revenues would be provided both by businesses developing within the VSP area, and through the anticipated development of a City Hall facility at a Civic Center complex to satisfy City Hall parking requirements. Assuming that 50 in-lieu fees from businesses are collected, and an additional 60 from the City Hall parking requirement, this results in a cash contribution of \$3.3 million, leaving a remainder of \$3.7 million. If one uses a parking meter base of 400 meters (200 in the garage, and 200 new downtown streetside meters), only \$1.65 per meter per day is required to pay lease revenue bond debt service. If I-Bank funding is obtained, this drops to \$1.23/day as indicated in Table XX-. Using a reduced meter base of 200 meters (parking structure only with City Hall parking on a paid basis) or 140 meters (City Hall parking on a free basis), the revenue per meter required increases proportionately. Note that charging for downtown parking would be a change from current practice. Note that at revenue levels received by the lowest performing City meters, it does appear that meter income, when paired with in-lieu fees, would be adequate to financing a parking structure.

9.7.87 Benefit Considerations

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~~Several options exist for financing the Specific Plan public improvements. In selecting among these options, the City Council will be asked to consider the benefits bestowed upon residents of the City, and upon the business and property owners within the Village area, and visitors and users of services available in the Village. Because the Village Specific Plan will benefit the entire community, it seems right and fair that the cost of improvements be shared in some way in accordance with the benefits anticipated. Given the time constraints imposed for completion of this Plan, determining just how those benefits and burdens should be apportioned should be addressed in further studies during and following the public discussion and vote on the Village Specific Plan. However, at this time the Public Financing component does not anticipate that any fees, taxes or assessments on residential properties would be required.~~

~~9.7.8 Public-Private Development Partnership~~

~~The Civic Center site offers 1.8 acres between 10th and 11th Streets along the west side of Camino del Mar. From time to time, the City has considered various potential development options for the site. In the 2007, the City commissioned a study by the Keyser Marston economic consulting firm that demonstrated the feasibility for a private-public partnership for development of a City Hall and civic uses, a parking structure, retail and office use, and some residential use. Such an approach could enable development of the parking structure utilizing ground rent revenues from the private development.~~

9.8 FINANCING IMPLEMENTATION STRATEGIES

The Village Specific Plan public improvements can be financed through any or several of a variety of mechanisms, including: fees, debt, grants, and available cash.

- Preparation of a more precise Financing Plan will be undertaken at such time the Plan is finalized, approved by the voters, and City Council determines the appropriate Capital Improvement Program.
- The City also will be working with public financing consultants who are both familiar with and experienced in preparing such detailed financing plans. These efforts will be ongoing during the public discussion period leading up to adoption, election, and thereafter if the Specific Plan is approved.
- The purpose of this Public Finance Section of the report was to clearly show that the City of Del Mar has the wherewithal to fund the proposed Public Improvements identified in the Village Specific Plan and that the City is able to do so in various ways. Therefore, arriving at the conclusion. Thus concluding that from a financial standpoint the funding of the Public Improvement is viable.

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10.1 INTRODUCTION

Previous chapters of this Specific Plan have defined the type of public improvements and private development desired in the Village and the overall framework that will condition the shape, form, location and conditions of that development. This Chapter describes the ways that the City of Del Mar will implement the Village Specific Plan to best achieve the vision outlined in the Community Plan and the objectives of this Specific Plan.

Implementation of the Village Specific Plan will occur over time, and could take upwards of twenty five to thirty years to achieve. There are some implementation tasks that will need to begin immediately, while others will be scheduled for funding opportunities or more appropriate timing. This chapter lists the actions that should be taken to attain the Village vision in immediate, short-term and long-term priorities. Capital improvement projects are outlined. Responsibilities of the public sector and the private property owners are identified as appropriate.

10.2 PUBLIC CAPITAL IMPROVEMENTS

Public improvements within the Village, whether financed by public funds, private contributions, or both, will be undertaken as part of the Capital Improvement Program of the City of Del Mar. The two main projects are the Camino del Mar Streetscape improvements and the addition of a Public Parking project, anticipated to be on the current Civic Center site at 1050 Camino del Mar or in collaboration with a private property owner. The Camino del Mar Streetscape improvements include adding new roundabouts, reducing vehicular travel lanes to one lane in each direction, and making sidewalk improvements consisting of new paving, street furniture and landscaping. The preliminary estimated costs for these projects, in 2012 dollars, are shown in Table X-1.

The Camino del Mar Streetscape design and construction will be a multi-year project. The design phase alone, including engineering and design development, public outreach, and preparation of construction documents, will require 12 to 18 months. The construction phase will be implemented according to the design plan and may be completed in less than 12 months. In deference to the needs of local merchants, all efforts will be made to avoid construction activity during the peak summer season. Upon adoption of this Specific Plan, the City Council will be asked to approve a more detailed financing plan and schedule. This project will depend upon the availability of financing.

The Public Parking project, if developed on the Civic Center site, may be undertaken in two phases. The first phase could include modifications to existing surface parking to increase available spaces. Design for a Public Parking structure should be undertaken in conjunction with the overall Civic Center design. The planning and design phase for that project would require two to three years allowing for community input, programming, conceptual design, design development, and construction documentation. The construction phase would require approximately two years.

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Table X-1, Public Improvements

Alternative Solutions

There is the opportunity for public-private partnerships to provide needed parking. A public-private partnership (also known as PPP or P3) is a collaborative venture between a government agency and the private sector to develop and/or operate the facility. This joint solution would leverage the expense of the parking structure, allow it to be constructed with both public and private funds, and potentially move it forward in the timeline. A private development entity could partner with the City of Del Mar to provide additional public parking on their private property through this type of public-private partnership.

Timeline

The following timeline illustrates a potential implementation program for the public improvements. As many of the factors associated with a public parking structure at 1050 Camino del Mar will be determined by availability of funding, demand, civic center planning and in lieu fee collections, the following timeline is seen only as an estimate and will be refined during City Council's Capital Improvement Project and Budget processes.

Public Improvements	2013	2014	2015	2016	2017	2018	2019	2020	beyond
CDM STREETScape									
Refine Concept Design									
Secure Funding	■	■							
Outreach			■	■	■				
Final Design		■	■						
Baseline Monitoring			■	■					
Construction & Completion				■	■				
Post Const. Monitoring					■	■			
PUBLIC PARKING									
Additional CDM stalls									+/-60
Restripe 1050 CDM lot									+/-58
Parking Monitoring	■	■	■	■	■	■	■	■	■
Parking Structure concept design									as warranted
Secure Funding				■	■	■			
Outreach									
Final Design						■	■	■	
Construction & Occupancy								■	■

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10.3 PRIVATE IMPROVEMENTS

Private development, and redevelopment, within the Village area should be stimulated by adoption of the strategies in this Specific Plan, and particularly by: increasing the potential development for many parcels; adopting the 'Park Once' parking standards that will encourage additional public parking on private property; and completing the Camino del Mar Streetscape improvements. However, such private development will remain the responsibility of the property and business owners and will be undertaken at their discretion. The following development estimates are based entirely upon the stated assumptions.

Currently, there are 66 privately-owned parcels in the Village area (not including L'Auberge Del Mar and Del Mar Plaza). Of these, 23 parcels (about one-third of the total) would immediately benefit from the increased development potential resulting from the new standards included in this Specific Plan. The new standards would allow these 23 parcels, currently under-developed, to double the amount of floor area now existing. These parcels will experience the greatest economic incentives to redevelop.

If developed to their full capacity under this Specific Plan, these 23 parcels could add up to 270,500 square feet of new space over and above the existing floor area. Such new development will encourage the remaining 43 parcels to redevelop over time, in accordance with the Specific Plan development guidelines. Some of these properties can be expected simply to expand existing floor area, while others, particularly older and non-conforming structures, may entirely replace existing structures. Existing structures identified as historically significant may also benefit from the new parking standards and land use changes provided in this Specific Plan.

The existing and potentially new development within the Village area is shown in the following table.

Table X-2, Private Redevelopment

10.4 ACTION PLAN

The following Action Plan identifies immediate actions that are implemented either concurrently with the Specific Plan adoption or immediately thereafter. Short-term actions are those actions that can be anticipated or programed for approximately the 5-3 to 10 year horizon. Medium-term actions are assumed to be in the 10 year to 15 year horizon and long-term actions are anticipated to be beyond 10 15 years and be-achieved over the life of the plan.

10.4.1 Immediate Actions

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- Zoning Code Revisions: Currently with the adoption of the Village Specific Plan, the City will adopt corresponding zoning code revisions, specifically for parking to adopt the Park-Once methodology and standards (DMMC 30.81) per the recommendations in Chapter VII. The Village Specific Plan will supplant and supersede the Central Commercial Zoning for the Central Commercial Zone within the Specific Plan Area (DMMC 30.22). These will not become effective until the associated Local Coastal Program Amendments are certified by the California Coastal Commission.
- Local Coastal Program Amendment: Upon adoption of the Village Specific Plan, amendments will be submitted with the California Coastal Commission for review and certification.
- Design Review Ordinance: Upon adoption of the Specific Plan, amendments to the Design Review Ordinance (DMMC 23.08) will be prepared to create standards tailored to projects in the Village Specific Plan.
- Design Guidelines: Following the adoption and certification of the Village Specific Plan, Design Guidelines will be prepared by city staff in conjunction with the Design Review Board. The Design Guidelines will be adopted by City Council and applied by both the Design Review Board and city staff during project evaluation.
- Parking Management Plan: City staff will prepare a Parking Management Plan for the Village area, addressing parking management strategies for public parking, employee parking, timeframes, fees, and enforcement. The Parking Management Plan will be adopted by City Council.
- Impact Fee Establishment: City staff will prepare a program for establishing impact fees within the Village per Chapter IX Financing.
- In-lieu Fee Establishment: City staff will prepare a program for establishing in-lieu parking fees based upon DMMC 30.80.
- Applicant's Guide for Development in the Village Specific Plan: City staff will prepare an applicant's guide to assist potential applicants with the provisions and requirements of the adopted Village Specific Plan.
- Private Properties: Implementation of a private property is solely at the discretion of the property owner. It is anticipated that immediate actions could include changes in uses associated with the 'Park-Once' parking strategy.
- Baseline monitoring of traffic and parking prior to management or design alternative implementation.

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10.4.2 Short-term Actions

- Camino del Mar Streetscape Improvements: Community input, final design and engineering, including business community outreach on phasing and implementation of the improvements.
- ~~Public Parking Structure~~ Provision of Additional Public Parking: Program and design of public parking, either in surface lots, streetscape or in a public private partnership ~~structure~~. Based upon delivery and financing methods, the construction of ~~the additional public parking structure~~ could be either ~~short-, medium-term~~ or long-term.
- Private Properties: Implementation of any private property is solely at the discretion of the property owner. It is anticipated that short-term actions could include those properties with the ability to substantially increase their development potential.
- Regular monitoring of traffic and parking for adjustments to Parking Management Plan or streetscape implementation.
- Monitoring against thresholds, metrics, and targets; and associated course corrections when necessary.

10.4.3 Medium-term Actions

- Public Parking Structure: Program and design of public parking structure. Based upon delivery and financing methods, the construction of the parking structure could be either medium-term or long-term.
- Private Properties: Implementation of any private property is solely at the discretion of the property owner. It is anticipated that medium-term actions could include those properties with the ability to increase their development potential.
- Regular monitoring of traffic and parking for adjustments to Parking Management Plan or streetscape implementation.
- Continued monitoring against thresholds, metrics, and targets and course corrections when necessary.

10.4.3-4 Long-Term Actions

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- Private Properties: Implementation of any private property is solely at the discretion of the property owner. It is anticipated that long-term actions could include the remaining properties with the ability to increase their development potential.
- Regular monitoring of traffic and parking, with corrective actions, to ensure design capacity is not exceeded.
- Monitoring against metrics and targets and course corrections when necessary.

10.5 THRESHOLDS FOR DEVELOPMENT REVIEW

Because of the prolonged implementation of development and the potential for unforeseen impacts, thresholds have been established for two aspects of development capacity. These thresholds are established for the overall quantity of development and the number of new residential units. Thresholds have also been established for cumulative building heights on the west side of Camino del Mar, determined on a block by block basis.

Development Thresholds:

1. At a ten-year interval from the voter adoption of the Specific Plan, or when total cumulative development within the Specific Plan area (excluding the Plaza and L'Auberge), reaches 400,000 square feet, whichever comes first, City Council will conduct a full review of the development program and assess any unintended consequences. Modifications to the Specific Plan, based upon this assessment, will be made based upon the amendment process described in Chapter XII.
2. At a twenty-year interval from the voter adoption of the Specific Plan, or when total cumulative development within the Specific Plan area (excluding the Plaza and L'Auberge), reaches 500,000 square feet, whichever comes first, City Council will conduct a full review of the development program and assess any unintended consequences. Modifications to the Specific Plan, based upon this assessment, will be made based upon the amendment process described in Chapter XII.
3. The maximum development capacity of this Specific Plan is 600,000 square feet (excluding the Plaza and L'Auberge) and serves as a cap or limit under this Specific Plan regardless of the year achieved.

Multifamily Residential Thresholds:

1. At a ten-year interval from the voter adoption of the Specific Plan, or when the total of cumulative residential units within the Specific Plan area (excluding the Plaza and L'Auberge), reaches 45 dwelling units, whichever comes first, City Council will conduct a full review of the residential development program and assess any unintended consequences. Modifications to the Specific Plan, based upon this assessment, will be made based upon the amendment process described in Chapter XII.

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2. At a twenty-year interval from the voter adoption of the Specific Plan, or when the total of cumulative residential units within the Specific Plan area (excluding the Plaza and L'Auberge), reaches 90 dwelling units, whichever comes first, City Council will conduct a full review of the residential development program and assess any unintended consequences. Modifications to the Specific Plan, based upon this assessment, will be made based upon the amendment process described in Chapter XII.
3. The maximum development capacity of this Specific Plan is 140 dwelling units (excluding the Plaza and L'Auberge) and serves as a cap or limit under this Specific Plan regardless of the year achieved.

West Side of Camino del Mar Building Height Thresholds:

1. At a ten-year interval from the voter adoption of the Specific Plan, or when the total of the linear feet of the west side of any one block facing Camino del Mar between 9th Street and 15th Street has greater than 50% of buildings (measured in cumulative linear feet) at a height of 26 feet, whichever comes first, City Council will conduct a full review of the building heights and assess any unintended consequences. Modifications to the Specific Plan, based upon this assessment, will be made based upon the amendment process described in Chapter XII.

10.6 MEASURES OF SUCCESS

Completion of the Specific Plan strategies for implementing the Community Plan Goals and Objectives may extend over the next 20 to 30 years. According to the vision in this Specific Plan, as the implementation strategies progress, the Del Mar Village will become more pedestrian-oriented and environmentally sustainable. New development will be pedestrian-scaled, attractively designed, and provide new public spaces. New and additional retail and retail-service businesses, along with mixed-use residential development, will better serve the needs and enjoyment of residents and visitors alike. The Village will reflect the residents' long-standing desire for a harmonious recreational, social and economic hub for the community, sustaining both economic prosperity and a green, healthy environment.

To monitor our progress toward accomplishing this vision, both qualitative and quantifiable measures of success, or metrics, are needed. These metrics will provide residents, property owners, and City officials the ability to track progress toward achievement of the implementation strategies and the Community Plan Goals and Objectives. They will enable the community to determine if the Specific Plan strategies are working; and whether changes or adjustments are desired or needed.

These metrics are grouped into four categories: Smart Growth and Village Character, Community Compatibility, Economic Prosperity, and Healthful, Sustainable Environment. The metrics are briefly described below and tabulated in Tables X-3 to 6.

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Smart Growth & Village Character metrics monitor progress toward achieving the objectives in the public realm for a more walkable downtown, encouraging pedestrian and bicycle use, promoting public transit services, and managing traffic flow along Camino del Mar. Related objectives for making optimal use of public parking will be included. The addition of new public spaces, paseos, landscaping and sidewalk improvements will be monitored. In the private realm, the addition of new residential units and added floor area for retail and retail-services uses will be closely watched. Inventories of public and private view corridors will be identified and protected. The ratio of retail to office uses will be closely watched. Progress toward achieving completion of a new community center will be reported.

10.5.2 Community Compatibility

Community compatibility measures identify those targets that protect and enhance the adjacent residential areas. Periodic measurements of traffic and parking counts along surrounding residential streets will monitor any impacts from the Village development so that remedial measures can be implemented. Light and noise impacts from commercial development will be anticipated and such development modified to reduce or eliminate such impacts; periodic monitoring will be undertaken to assure compliance. Likewise, views and privacy rights of adjacent residential properties will be protected.

10.5.3 Economic Prosperity

Economic Prosperity metrics include measuring the rate of growth in property values and retail sales, reduction in vacancy rates, collection of City revenues generated within the Village, including the number of business licenses issued and the City's gross receipts business tax revenues. Potential effects on property values in the surrounding residential neighborhoods also will be monitored.

10.5.4 Healthy and Sustainable Environment

Healthy and Sustainable Environment metrics include on-going monitoring for air quality in the Village and water quality along the beaches and the adjacent lagoon natural areas. Periodic noise measurements along stretches of Camino del Mar will be conducted to compare future levels with the current ambient level and to determine if noise abatement strategies are needed. Water consumption and waste water flows within the Village will be monitored to measure success in conservation measures. Energy consumption data will be obtained from SDG&E and monitored. Progress toward completion of storm water collection and treatment improvements along Camino del Mar will be reported on regularly. Periodic pedestrian counts along sidewalks within the Village will be conducted to determine the degree of success in getting people out of their automobiles.

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11.0 INTRODUCTION

There are three government-owned properties within the Specific Plan area: the Civic Center site at 1050 Camino del Mar; the Del Mar Library at 1309 Camino del Mar and the United States Post Office at 122 15th Street. These properties are viewed as Special Study Areas, and no specific development programs are included for these sites. Instead, the Village Specific Plan defines the underlying permitted land uses for these parcels. The underlying zoning is the Mixed Use Zone and each of these government-owned properties is overlaid with a Public Facilities Overlay Zone.

11.1 Civic Center Site

The Del Mar Civic Center, owned by the City of Del Mar, is located at 1050 Camino del Mar. The site is developed with an administrative building, a storage facility, an annex and a television studio/Council Chambers. The City has, over the years, developed conceptual plans for the redevelopment of the site, including city administration buildings, public parking (including a parking structure), civic functions and ancillary uses. One plan considered allowing affordable housing on the Civic Center Site.

The Village Specific Plan does not provide specific direction for the actual design and final program of land uses to be placed upon this site. When the redevelopment of the Civic Center Site becomes a City Council Priority, it is anticipated that a full redevelopment project would be undertaken, with substantial community involvement. That process would determine the type of development to be undertaken.

This Specific Plan identifies two implementation strategies for the Civic Center Site that benefits the Village:

- Provide a public open space, plaza or similar civic space on the property to be used for community wide events such as small festivals, gatherings, farmers' markets, or other outdoor community uses.
- Provide a public parking, in either a surface lot or a parking structure for additional public parking within the Village.

11.2 Del Mar Library

The Del Mar Library is owned by the City of Del Mar and served by the County of San Diego library system. It is located in the former St. Peter's Catholic Church at 1309 Camino del Mar. The property is in a Historic Preservation Overlay Zone (HPOZ) and is intended to remain as the Del Mar Library.

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11.3 U.S. Post Office

The U. S. Postal Service (USPS) owns and maintains a full service postal facility at 122 15th Street, with a large building, retail services, mail boxes and a secured parking lot for postal vehicles and employees. The USPS has not designated the Del Mar facility for closure. If a future decision by the USPS designates this property for closure, federal regulations regarding the disposition of the site will be followed. The Village Specific Plan assumes that the Post Office will remain a postal facility; however, if or when the USPS disposes of the site, the following strategies are in place:

- Encourage a below-grade public parking structure, similar to the adjacent public parking at L'Auberge Del Mar, to provide much needed public parking at this key location.
- Encourage postal boxes and limited postal services for residents to be maintained at this location.

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12.1 PROCESS FOR ADOPTION OF THE VILLAGE SPECIFIC PLAN

The Village Specific Plan (VSP) shall not be effective unless and until it is: 1) adopted by an Ordinance of the City Council; and 2) approved by a majority of the registered voters of the City of Del Mar voting to approve a ballot measure adopting the Village Specific Plan.

12.1.1 Review Process for Village Specific Plan

The following provides a general outline of the [official] steps in the review and approval processes for the VSP. This outline does not list the many public workshops, open houses and meetings that were conducted to seek public input on the goals of village revitalization and on preparation of the specific plan itself. This section is informative only and is not intended to supersede any applicable provisions of the VSP, of the Del Mar Municipal Code (DMMC), or of state law governing elections.

12.1.1.1 Planning Commission. The Planning Commission shall review and make a recommendation to the City Council on:

- A. The Village Specific Plan;
- B. The associated Community Plan Amendment to apply the VSP designation and description of allowable mix of land uses to the Del Mar Community Plan Land Use Map;
- C. The associated Local Coastal Plan Amendments (LCPAs) which shall consist of:
 1. Assignment of a new land use map designation for the areas within the Village Specific Plan from their current LCP designations of: Central Commercial (CC) Zone, Plaza Specific Plan, Hotel Specific Plan, Garden Del Mar Specific Plan and Public Facilities Zone to: Village Specific Plan (VSP) and Plaza, Hotel and Garden Del Mar Specific Plan overlays, along with a Public Facilities Zone overlay for the three properties within the Village Specific Plan area currently designated on LCPA land use maps as Public Facilities Zone (U.S. Post Office, Del Mar Library and Del Mar City Hall sites). Each land use map designation will be accompanied by a description of the allowable mix of uses and some specific restrictions related to coastal issues; and
 2. Establishment of a new chapter in the LCP Implementing Ordinances specifying the off-street parking requirements applicable in the VSP and programs for satisfying such requirements.
- D. The adequacy of the Environmental Impact Report prepared for the VSP and any associated California Environmental Quality Act (CEQA) Documents.

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12.1.1.2 City Council. The City Council shall take final action on:

- A. An ordinance to approve the Village Specific Plan (VSP) and specify that the provisions of the VSP replace those of the Central Commercial Zone, as they currently apply to the plan area of the Village Specific Plan.
- B. An ordinance amending the Community Plan to assign the Village Specific Plan designation to land use exhibits, as noted above.
- C. Certification of the Final Environmental Impact Report for the Village Specific Plan, along with any associated California Environmental Quality Act (CEQA) Documents.
- D. A resolution ordering the submission of the Village Specific Plan to the qualified voters of the City of Del Mar and requesting the County of San Diego to provide services for a general or special election.
- E. A resolution to approve, and submit for California Coastal Commission certification, the two Local Coastal Program Amendments (LCPAs) for the Land Use Plan and Implementing Ordinance components of the Del Mar Local Coastal Program.
- F. An ordinance to establish a new Chapter in the DMMC corresponding to, and using the same language as, the new LCP Implementing Ordinance Chapter specifying the off-street parking requirements applicable in the VSP.

12.1.1.3 Public Vote

The VSP shall be voted on at a general or special election pursuant to the provisions of the DMMC and the State Election Code. Upon adoption by the voters and following certification of the associated LCP Amendments, the Specific Plan Ordinance shall be deemed law of the City of Del Mar.

12.1.1.4 California Coastal Commission

- A. The California Coastal Commission (CCC) will make a determination on certification of the (two) LCPAs.
- B. The LCPAs shall be submitted prior to the public vote.
- C. The CCC certification of the LCPAs shall be scheduled to occur only if the VSP is adopted by a public vote, as provided in this Chapter. The City Council resolution approving the LCPAs shall specify that the LCPAs and the Village Specific Plan shall not be effective unless and until certified by the California Coastal Commission.

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12.2 PROCESS FOR AMENDMENT TO THE VILLAGE SPECIFIC PLAN

As with any land use document there may, from time to time, be reason for the City to pursue amendments to the content of the VSP, either to modify a strategy or to clarify the meaning of language or exhibits included in the document. Additionally, there may be requests submitted by property owners or other parties to amend the content of the VSP.

This section describes the different categories of potential amendments to the VSP and sets forth the processes for submittal, review and determinations on such requests for amendments. The review process for VSP amendments varies, depending on the degree of modification proposed and the size of the geographic area to which the amendment would apply.

Amendments to the VSP are categorized as Tier-One, Tier-Two or Tier-Three Amendments, as described below.

12.2.1 Categories of Amendments to the VSP

Tier-One Amendment:

1. An increase in the allowable Floor Area Ratio specified in Chapter VI of the VSP.
2. An increase in the allowable building heights specified in Chapter VI of the VSP.
3. The inclusion of a new land use category to be added to the eight (8) basic allowed land use categories listed in Chapter VI of the VSP.

Tier-Two Amendments:

1. Inclusion of an additional Exceptional Public Benefit (EPB) to the list of City Council predetermined EPBs identified in Chapter VI of the VSP.
2. A change in the Floor Area Ratio bonus authorized for an Exceptional Public Benefit (EPB) in Chapter VI of the VSP.
3. A decrease of the allowed building height or maximum allowable Floor Area Ratios identified in the development standards of the VSP.
4. A change to the geographic boundaries of the VSP.

Tier-Three Amendments:

1. Modifications required to satisfy those changes to Federal and/or State law that require a corresponding amendment to local ordinances.
2. Modifications required to satisfy Coastal Commission requirements for certification of the LCP amendments that accompanied the preparation of the VSP.
3. Inclusion or deletion of a property from the VSP's Historic Preservation Overlay Zone designation (separate from the related City Council action required to modify the boundaries of

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the City's Historic Preservation Overlay Zone itself, DMMC Chapter 30.58).

4. Inclusion or deletion of a Public Facilities Overlay designation for a property in the VSP.
5. Modifications to the designation, design or implementation strategies for public improvements called for in the VSP.
6. Modifications to clarify the intent or meaning of the narrative or exhibits contained in one or more sections of the VSP.

12.2.2 Approval requirements for Tier-One, Tier-Two and Tier-Three Amendments.

Approval of a Tier-One Amendment shall require City Council approval and voter ratification in the same manner set forth for approval of the VSP.

Approval of a Tier-Two Amendment shall require an affirmative super majority (4/5) vote of the City Council.

Approval of a Tier-Three Amendment shall require an affirmative simple majority (3/5) vote of the City Council.

The Planning Commission shall review and make a written recommendation to the City Council on all proposed amendments to the VSP.

12.3 PUBLIC NOTICING REQUIREMENTS FOR AMENDMENTS TO THE VSP

All amendments to the VSP shall be subject to the applicable public noticing requirements of State law and of the DMMC, in effect at the time of the amendment request.

12.4 EXEMPTIONS FROM VSP AMENDMENT REQUIREMENTS

Corrections of typographical or administrative errors found in the VSP document shall not require an Amendment to the VSP.

12.5 ENFORCEMENT OF THE VILLAGE SPECIFIC PLAN

The Director of Planning and Community Development shall have authority to review development proposals and activities for compliance with the VSP. The Director shall also have authority to make a determination regarding an activity's consistency with the allowed use limitations set forth in Chapter VI of the VSP.

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Enforcement of the VSP shall be in accordance with the Enforcement and Penalty provisions of the DMMC.

12.6 DEVELOPMENT REGULATIONS NOT SUBJECT TO VARIANCE PROCESS

The Village Specific Plan is subject to review and approval of the Del Mar voters. Because the Plan has been subject to public vote, with an expectation by Del Mar citizens of full application of the development parameters contained in the VSP, including those regulations that limit the allowed height, Floor Area Ratio and setback development of new and redevelopment projects, the development regulations contained in Chapter VI of the VSP are not subject to relief from zoning standards that would otherwise be applicable under the Variance provisions of the DMMC. Additionally, the Village Specific Plan was carefully analyzed and crafted to take into consideration the unique circumstances of properties that would otherwise factor into a Variance review process. Some of the development regulations in the VSP reflect that analysis and have built into them a process and standards of review for requests for relief from the regulations.

12.7 VILLAGE SPECIFIC PLAN IMPLEMENTS THE COMMUNITY PLAN AND SATISFIES REQUIREMENTS FOR PREPARATION OF SPECIFIC PLAN CALLED FOR IN MEASURE B

The Village Specific Plan implements and satisfies the Village Center Specific Plan called for in the Community Development Element of the Del Mar Community Plan. It establishes parameters for smaller and larger development projects in the City's downtown commercial area so as to guard against adverse impacts to the downtown commercial area or nearby residential areas. In doing so, the Village Specific Plan addresses the issues that served as the rationale for preparation of the initiative commonly known as Measure B which was approved by the Del Mar electorate in 1986 and later codified as DMMC Chapter 30.54.

The preparation of the Village Specific Plan included the analyses and measures called for by Measure B and recited below so as to carry out the requirements for preparation of Specific Plans called for in Measure B. With these analyses and measures having been addressed, the preparation and approval of the Village Specific Plan by the City Council and by the voters satisfies and implements the Measure B requirements, not only for a single property, but for the entirety of the Village Specific Plan area. Thus, no separate specific plan or further Measure B vote will be required for developments that are designed, reviewed and implemented in accordance with the voter-approved Village Specific Plan.

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12.7.1 Analyses and measures included in the Village Specific Plan review process and VSP document

1. A determination that the Village Specific Plan meets all of the goals, objectives, policies and requirements of the Del Mar Community Plan. The VSP, the accompanying PEIR, and the staff report in support of the VSP provide the documentation required to demonstrate that the VSP meets all the goals, objectives, policies and requirements of the Del Mar Community Plan and thereby this requirement of Measure B is met.
2. Inclusion in the VSP of provisions to encourage retail, including resident serving retail, development in downtown as called for by Measure B. These provisions include ~~Horizontal~~ Horizontal Zoning regulations, build-to line requirements, the specification of retail uses allowed, and other provisions designed to encourage retail and local serving retail.
3. ~~The VSP includes~~ Inclusion in the VSP are provisions to protect and enhance important view corridors and vistas as called for by Measure B. These provisions include the protection of views along Camino del Mar to the ocean, protection of views to the ocean down cross streets, establishment of upper-building-level setback requirements along streets intersecting Camino del Mar and a requirement for continued use of the City's Design Review process to address, among other issues, the preservation of important public view corridors and vistas. The VSP also has provisions to protect existing open spaces and to encourage new publicly accessible plazas, paseos and open spaces, and the provision of street furniture and other amenities therein to facilitate public use of these areas and enjoyment of the view corridors and vistas they provide.
4. Establishment of a set of development parameters that limit the amount of floor area that may be constructed on individual properties and cumulatively in the geographic area of the Village Specific Plan. The limit on floor area is expressed as a maximum baseline Floor Area Ratio (FAR) of 1.00, with the opportunity for an increase in the allowable FAR for a property in cases where City Council-approved Exceptional Public Benefits are provided.
5. Preparation of a comprehensive analysis of the projected traffic generation from all existing and proposed projects in the downtown commercial area of the Village Specific Plan. The VSP, the technical appendices, the PEIR, and the staff report in support of the VSP address, in considerable detail, all the aspects and impacts of traffic circulation and parking, as called for by Measure B.
6. Preparation of a detailed analysis of the availability and adequacy of public facilities and services, individually and cumulatively, to serve the development that could occur in the Village Specific Plan. The analysis included the costs that might be incurred by the public, directly or indirectly, to provide such facilities and services to serve the development in the VSP.

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7. Inclusion in the VSP of requirements and incentives for provision of open space as component parts of development projects.
8. Preparation of a report on the anticipated parking needs and establishment in the VSP of regulations and parking methodologies to address, not only the adequacy of parking for new and redevelopment projects, but also to address the visual impacts of parking lots and structures.
9. Preparation of a report on the extent to which the intensity of development in the downtown commercial area could be enlarged by the conversion of non-commercially zoned property. This report addressed those properties currently under the City's Public Facility Zone designation that could potentially be converted to a VSP designation, with the accompanying opportunity for commercial development.
10. Preparation of a report, with specific findings of fact and supporting evidence, addressing the extent to which the VSP would allow more intense development in the village area than would have been allowed by the zoning in effect on April 8, 1986 (relevant date under Section 3 of Measure B) though its assignment of greater Floor Area Ratio and lot coverage figures, increased residential density allowances and other increases in allowable use. Along with these findings, the report concludes that the VSP also provides for the provision of Exceptional Public Benefits, within the meaning of Measure B, which will off-set and warrant those more intensive development standards. Based on these factors, it is concluded that the VSP complies with and fully satisfies the provisions of Measure B with regard to the provision of Exceptional Public Benefits to justify the increases in development potential allowed by the VSP.

With the land use and building parameters of the Village Specific Plan in place to guide appropriate development in the City's downtown commercial area, and with the required analyses and community protection measures included, the provisions of Measure B have been addressed. As such, upon adoption of the Village Specific Plan, in the manner provided for in this Chapter, the provisions of DMMC Chapter 30.54 (Measure B) will have been deemed to have been satisfied.

Provided a proposed development or redevelopment project complies with the applicable provisions of the Village Specific Plan, the project shall not be subject to the additional review process that would otherwise be required under Measure B (DMMC Chapter 30.54).

However, where a development or redevelopment project is not designed or proposed in a manner so as to comply with the provisions of the Village Specific Plan, and where such project meets the threshold for review under Measure B, the project shall be subject to compliance with the provisions of Measure B, including requirements for preparation of a separate Specific Plan subject to City Council and voter approval.

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12.7.2 Continued Applicability of the Previously Adopted Del Mar Plaza, Hotel Del Mar and Garden Del Mar Specific Plans

In accordance with VSP Chapter VI, the provisions of the three Specific Plans previously adopted for the downtown area under Measure B (Del Mar Plaza, Del Mar Hotel and Garden Del Mar) shall continue to apply. Proposed amendments to any of these three previously adopted Specific Plans shall be subject to the review process for amendments to the Village Specific Plan, as identified in this Chapter.

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