

**Draft
Village Specific Plan
&
Environmental Impact Report**



April 2012

What are we doing?

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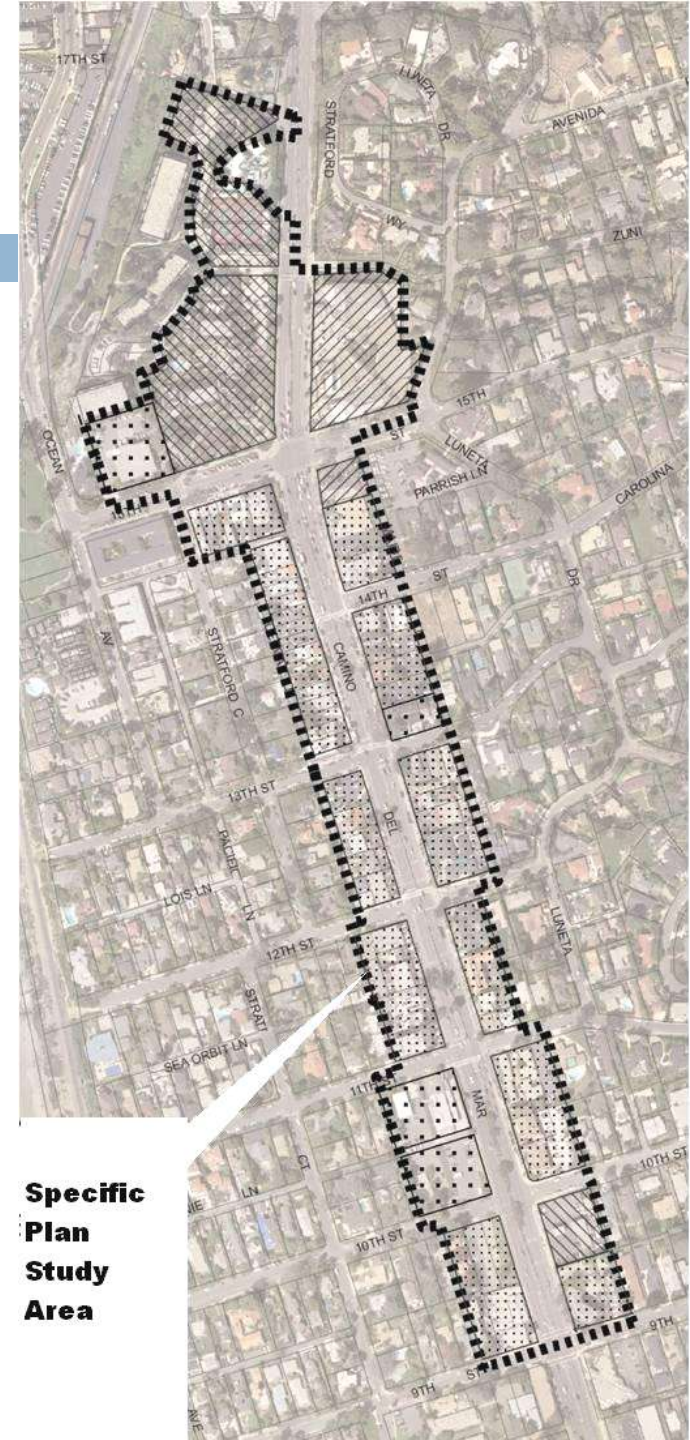
1. Implementing the Community Plan goals for the Village
2. Responding to community preferences from Community Conversations
3. Reviewing Draft Village Specific Plan & EIR



Plan Area

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- Camino del Mar between 9th St – north of 15th St
- Approx. 32 acres
- 68 parcels
- Public Facilities:
 - ▣ City Hall
 - ▣ Library
 - ▣ Post Office
- Del Mar Plaza
- L'Auberge Resort



**Specific
Plan
Study
Area**

Why are we planning now?

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- Maintain and enhance the Village over time
- Promote revitalization of commercial properties
- Protect surrounding neighborhoods
- Provide public improvements and community benefits
- Stimulate economic prosperity
- Promote a more healthy environment



Village Specific Plan



- Implements the Goals of the Community Plan.
- Comprehensive look at public and private improvements, strategies and regulations.
- Addresses the community benefits
- Determines feasible implementation strategies
- Provides a framework for reviewing success.



1940s-
1960s





Camino del Mar between 12th & 13th St

Vision from the Community Plan

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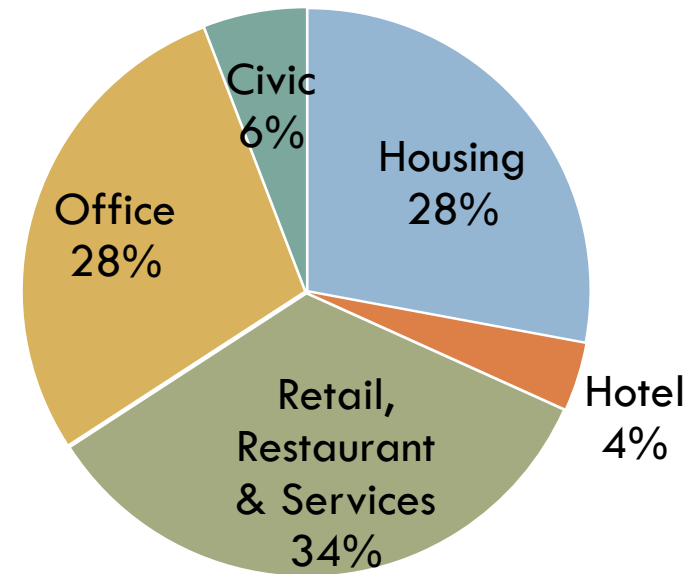
“Focus major retail and office activity into an economically viable, pedestrian-oriented and attractive area that serves the needs of both residents and visitors and is well integrated into the residential fabric of the community.”



What is being considered

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- Mixed use village, containing residential and including parking structures and boutique hotels
- Continuous sidewalks with on-street parking and expanded public parking
- Camino del Mar as 2 lanes with roundabouts to relieve congestion
- Open spaces and seating areas
- Development parcels with expanded development capacity



Protection of Community Resources

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- ❑ Encourage protection of historical resources & character buildings
- ❑ Maintain tree protections
- ❑ Increase environmental protections
- ❑ Incentivize sustainability
- ❑ Increase public open spaces
- ❑ Protect and enhance public views
- ❑ Controls on commercial areas that abut residential



Camino del Mar Issues

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- ❑ Currently exceeding capacity, resulting in congestion
- ❑ Speed is increasing based on latest speed survey
- ❑ 17% of Village accidents involve cyclists or pedestrians
- ❑ 70-80 foot pedestrian street crossing distance (25 seconds)
- ❑ 5'-0" sidewalks, inconsistent and interrupted by parking

Mobility Recommendations

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- ❑ Wider sidewalks for Pedestrians
- ❑ Adequate capacity for Vehicles
- ❑ Enhanced provisions for Bicycles
- ❑ Enhanced provisions for Transit
- ❑ Additional on-street parking



How do Roundabouts carry the traffic?

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2,000 cars/hour PM Peak volume

“Complete Street” solution

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- Pedestrian crossing reduces to 4 seconds per side (60% less time than today)
- Bicycles flow with cars around roundabouts



Development Issues

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- ❑ Retail doesn't serve the residential needs
- ❑ Attractiveness is inconsistent
- ❑ Many existing buildings exceed currently permitted and have no impetus to redevelop
- ❑ Many spaces not conducive to retail



Private Development Standards

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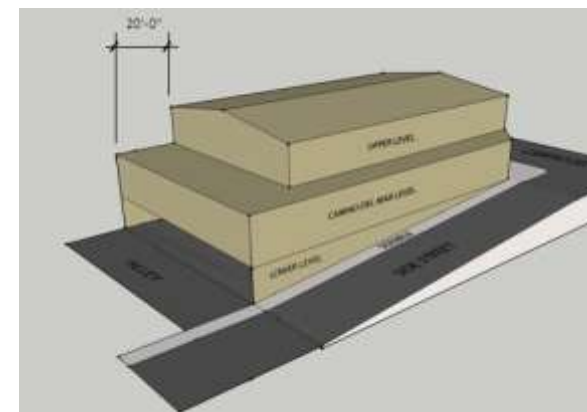
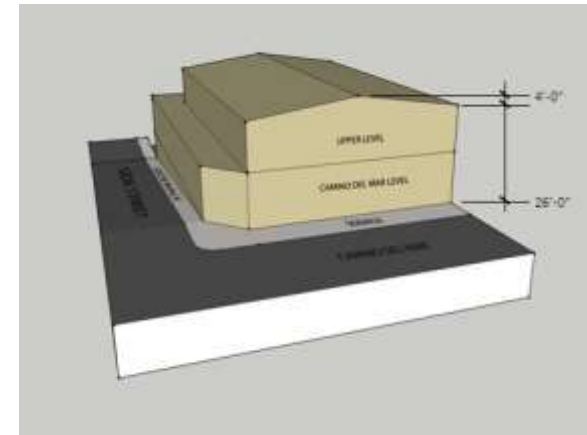
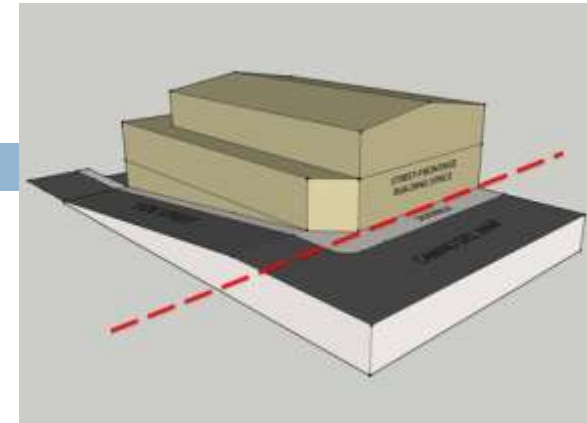
- Allowed Land Use includes multifamily residential
- Development Standards control Building Siting & Form
- Increase Floor Area Ratio (FAR) from .45 to 1.0
- Exceptional Public Benefits exacted and rewarded



Key Strategies

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- Build to Line at CDM property line
- Building Height (26' plus 4' for articulation)
- Maintain DRB view assessment
- Setbacks
 - 10' at residential property line maintained
 - Corner setback for wider views to ocean
- Stepbacks
 - 20' at upper level on west side
 - 10' at upper level on side streets for view corridor
- FAR at 1.0; Exceptional Public Benefit maximum is 1.50



Parking Issues

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- ❑ Quantity: not enough where demand is highest
- ❑ Excess private parking; over capacity public parking
- ❑ Conflicts with neighborhoods



Vacant private parking when public parking is over capacity

Parking – Park Once Approach



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- ❑ Encouraging public parking on private properties through alternative ratios
- ❑ City Hall future parking structure
- ❑ Additional parking structures on private property
- ❑ Increase on-street parking (diagonal)



Public Finance

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- Revenue Projections
 - ▣ New development could generate \$876,000/year in tax revenue at Plan's eventual buildout.
 - ▣ One time fees: In-Lieu, Impact Fees, Exactions, User Fees
- Public Improvements Finance Strategies
 - ▣ Parking Structure: \$5 – \$7 million
 - ▣ Streetscape: \$4.5 - \$5.5 million
 - ▣ Mix of funding including:
 - Grants/donations
 - Development impact fees and exactions
 - Loans and long-term debt financing

Implementation

- Action Plan (25 – 30 year)
 - ▣ Immediate term: code and regulatory changes; parking management plan
 - ▣ Short term: public improvements, private development
 - ▣ Long term: private development
- Measures of Success
 - ▣ Measures for Village Character; Community Compatibility; Economic Prosperity; Healthy & Sustainable Environment
 - ▣ Targets for each metric with Cumulative Milestones
 - ▣ Method to record accomplishments and make course corrections

Topics Analyzed in Program EIR

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1. Aesthetics
2. Air Quality
3. Biological Resources
4. Cultural & Paleontological Resources
5. Geology & Soils
6. Greenhouse Gas Emissions
7. Hazards & Hazardous Materials
8. Hydrology & Water Quality
9. Land Use
10. Noise
11. Population & Housing
12. Public Services
13. Recreation
14. Transportation/Traffic
15. Utilities & Service Systems

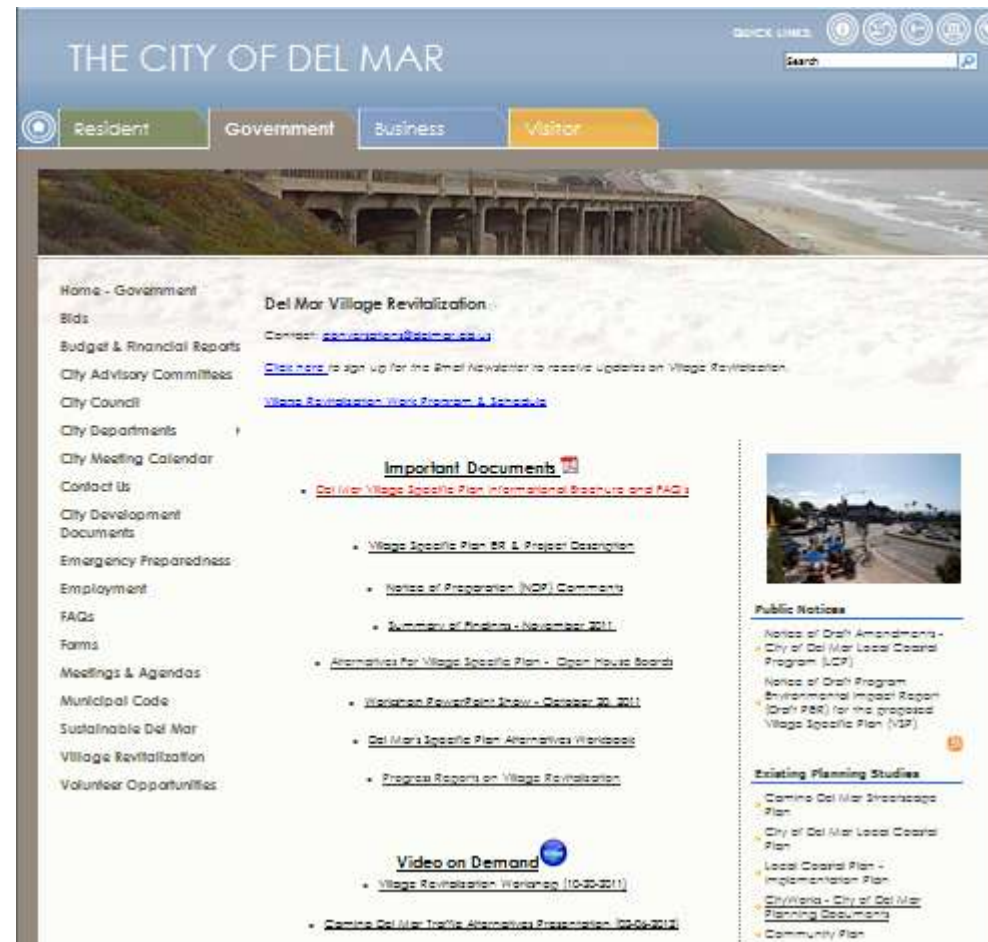
Key EIR Findings

- No significant, unmitigated impacts with Project.
- Strategies in the Specific Plan ensure that impacts are less than significant and no mitigation is needed.
- Alternative Review explores options.
- No Project Alternative has unmitigated traffic impacts.
- Reduced Project Alternative (500,000 SF development) is environmentally superior but does not fulfill the goals of maximum economic viability.

Download documents

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- Input:
planning@delmar.ca.us
- Visit: www.delmar.ca.us
for link to Village Specific Plan
- Outreach:
 - ▣ calendar on website
 - ▣ multiple forums
 - ▣ nearly nightly in April
 - ▣ booth at Farmers Market



THE CITY OF DEL MAR

Resident Government Business Visitor

Del Mar Village Revitalization

Contact: planning@delmar.ca.us

[Click here](#) to sign up for the Email Newsletter to receive updates on Village Revitalization.

[Village Revitalization Work Session & Schedule](#)

Important Documents

- [Del Mar Village Specific Plan Informational Brochure and FAQs](#)
- [Village Specific Plan BR & Project Description](#)
- [Notice of Preparation \(NOP\) Comments](#)
- [Summary of Findings - November 2011](#)
- [Alternatives for Village Specific Plan - Open House Board](#)
- [Workshop PowerPoint Show - October 20, 2011](#)
- [Del Mar Village Specific Plan Alternatives Workbook](#)
- [Progress Reports on Village Revitalization](#)

Video on Demand

- [Village Revitalization Workshop \(10-20-2011\)](#)
- [Camino Del Mar Traffic Alternatives Presentation \(09-06-2011\)](#)

Public Notices

- [Notice of Draft Amendments - City of Del Mar Local Coastal Program \(LCP\)](#)
- [Notice of Draft Program Environmental Impact Report \(Draft PEIR\) for the proposed Village Specific Plan \(VSP\)](#)

Existing Planning Studies

- [Camino Del Mar Streetcape Plan](#)
- [City of Del Mar Local Coastal Plan](#)
- [Local Coastal Plan - Implementation Plan](#)
- [City Works - City of Del Mar Planning Documents](#)
- [Community Plan](#)

Public Input

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- April 30, 6:00 – Specific Plan & EIR Workshop (TV Studio)
- **May 4 – Public Written Comments due**
- June/July – refinement; Planning Commission
- August 6 – City Council adoption and certification



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