
Subject:

FW: Questions re Village Specific Plan

From: RALPH PECK

Sent: Thursday, March 29, 2012 1:03 PM

To: Kathleen A. Garcia

Cc: Scott Huth

Subject: Questions re Village Specific Plan

Kathy - After perusing the proposed VSP, I am starting out with the following 2 questions -

1. Doesn't Gov. Code 65852. , All such regulations shall be uniform for each class or kind of building or use of land throughout each zone, but the regulation in one type of zone may differ from those in other types of zones, apply to the specific plan? If not, what is the legal authority for not applying? It seems to be a straight-forward requirement by the state for zoning regulations.
2. Aside from the State authorizing the use of incentives for affordable housing and child care centers, what is the authority for the use of incentives for any other purpose?

Thank you

Ralph Peck

Subject: FW: Del Mar Remodel...

-----Original Message-----

From: ITI Corp.

Sent: Friday, March 30, 2012 6:45 PM

To: Conversations

Subject: Del Mar Remodel...

Just a quick note:

The before and after view of your proposed "revitalization" shows an area where the parking places have been replaced with a walk way and vegetation.

Ok, I may not be involved with this remodel, in fact, this is the first I have heard of it... But the LAST thing Del Mar needs right now is LESS parking spots! I'm sure you have noticed the number of buildings up for Lease in the Del Mar Village have not become fewer in number. Businesses NEED customers!

Sure the walkways need to be uniform in Del Mar, that will clean things up, make it look contiguous...I like that you have allowed Sabica and other restaurants to use a portion of the side walks for tables...This gives more character to the city.

Just my two cents,

Derek

Subject:

FW: Del Mar village

-----Original Message-----

From: Gregory Beckham

Sent: Monday, April 02, 2012 11:16 AM

To: Conversations

Subject: Del Mar village

I'm so sorry that you dislike our village so much, we as citizen of Del Mar all make sacrifices for the common good, that is what has made Del Mar the golden goose that it is. Please look deeper into your soul and see the light. Commercial development must be limited to preserve our sanity. We host over 2 million visitors a year Isn't that enough? That is more than the island of Bali! To guide Del Mar you must come from the heart not the wallet. Our village has never looked or functioned better than it does today. Show some pride and respect for what we have accomplished. And please learn your history, Del Mar is a residential community, the fair grounds and hotels are the foundation of our public revenue. That is the way we were founded as a community. We simply do not have the space to separate homes from the commercial activity that you are desiring. Del Mar is unique and scared place that we are here to preserve not exploit. Thank you for your work, Gregory Beckham

Subject: FW: PLAN FOR VILLAGE REVITALIZATION

-----Original Message-----

From: Don Coordt

Sent: Monday, April 02, 2012 2:20 PM

To: Conversations; VIRGINIA LAWRENCE

Subject: PLAN FOR VILLAGE REVITALIZATION

TO: DEL MAR CITY COUNCIL:

AFTER READING SOME OF THE INFORMATION ON THIS PROJECT, I HAVE THE FOLLOWING INPUT:

1. NARROWING (PACIFIC COAST HWY) CAMINO DEL MAR TO TWO LANES FOR 6 BLOCKS: SINCE
CAMINO DEL MAR ACTS AS AN ALTERNATIVE BYE PASS WHEN THERE IS AN ACCIDENT OR SIMILAR BLOCKAGE ON 5, HOW WILL THE INCREASED TRAFFIC BE HANDLED THROUGH DEL MAR?
2. HOW WILL EMERGENCY VEHICLES, EVEN DURING NORMAL TRAFFIC TIMES OR DURING FAIR AND RACE
SEASON, RESPOND TO A 911 CALL , ETC. USING ONE LANE EACH WAY(6 BLOCKS) ON CAMINO DEL MAR?
3. I HAVE HEARD YOUR TRAFFIC EXPERT INDICATE THAT MORE TRAFFIC IS HANDLED WITH THE INSTALLATION
ROUNDBABOUTS. IS THAT WHY FOUR ROUNDBABOUTS ARE SPECIFIED RATHER THEN ONE AT 15TH AND ONE
AT 9 TH ?
4. WHAT HAPPENED TO THE SUGGESTION OF IMPROVING PEDESTRIAN FLOW AT
15TH AND CAMINO DEL MAR
INTERSECTION WITH PEDESTRIANS CROSSING INTERSECTION DIAGONALLY FROM ALL 4 CORNERS AT ONE TIME?
5. THE SIDEWALKS SEEM ADEQUATE ALREADY FOR THESE SIX BLOCKS REGARDING WIDTH. WHY WAS THE EXPANSION
OF LANDSCAPE AREAS AND THE EXPANSION OF SEATING AREAS FOR PEDESTRIANS NOT CONSIDERED USING THE
DESIGN CONCEPT WELCOMED BY ENCINITAS? SOME PARKING SPACES
WOULD BE ELIMINATED THOUGH THE
EXISTING 4 LANES COULD BE RETAINED OR EVEN 3 OF THE 4 LANES
RETAINED. MORE \$ ARE BEING INVESTED IN
MODIFYING THESE 6 BLOCKS STREET WISE THEN THE \$ INVESTED IN THE NEEDED PARKING GARAGE!
7. PUTTING MORE \$ INTO ATTRACTIVE PEDESTRIAN STREET LIGHTING, TEXTURE/ COLORED SIDEWALKS, ATTRACTIVE
SEATING
AREAS, QUALITY LANDSCAPED AREAS AND VARYING WIDTH OF SIDEWALKS THAT CAN SERPENTINE OR BE OFFSET TO
ACCOMODATE OUT DOOR FOOD SERVICES WILL KEEP VISITORS AND LOCALS COMING BACK TO DEL MAR AS LONG AS
THE PARKING GARAGE IS BUILT.

April 2, 2012

RECEIVED

APR 2 2012

City of Del Mar
Planning Department

Dear City Council Members,

Sometimes "old folks" are accused of being stubborn about change — change of any type. This is to assure you that many residents of Del Mar, even the old ones, think your "Revitalization Plans" are quite admirable:

We like the idea of 2nd story apartments along Camino Del Mar that (hopefully) will allow people with low/middle incomes to live in our town.

We like the round-about concept, although three might be excessive.

We like the wider sidewalks and the pedestrian orientation focus.

There is one element that concerns us very much. To allow 26' all along the west side of Camino Del Mar, as well as doing away with sideyard set-backs there, will thwart what you are wanting to achieve: "maintaining traditional low-mass village characteristics."

Long before the General Plan was voted on, the members of various city boards were worried about the "walling-in" of this strip of one and two-story buildings. At the same

time, they wanted a mixture of architecture, and continuation of the ability to see between the buildings to the ocean and/or the sky above the horizon. The "commercial task force" of the General Plan (1974-75) re-iterated these opinions, and we who worked on this Plan are saddened to see the possibility of a drastic change on the west side.

We realize each new application for re-modeling a down-town shop will have Design Review scrutiny, but won't the passing of the Revitalization Plan compell the DRB to allow each applicant the priviledge of two stories? a domino effect? We feel that 26' is closer to three stories.

Please consider how we can keep the charm of adobe-style shops (Tricia Smith's law office, En Fuego etc.) and allow a bit of space between shops. It would be too bad if we had to walk to a corner to see the water. This not only affects the people living up the hill, but all the would-be pedestrians enjoying the walk along the main street of our picturesque town.

Most sincerely,

Lorena Kee King
PAGE 2 OF 2

cc Planning director

Subject: FW: Conkwright: comments re. parking element of DRAFT VILLAGE SPECIFIC PLAN

From: GEORGE CONKWRIGHT
Sent: Tuesday, April 03, 2012 6:10 PM
To: Conversations

Subject: Conkwright: comments re. parking element of DRAFT VILLAGE SPECIFIC PLAN

Dear Mrs. Rock:

Thanks for the invitation to attend the April 16 meeting to discuss Del Mar's DRAFT Village Specific Plan. I'll try to be there, but if not, here's my message in advance:

The VSP proposes to re-vitalize Del Mar and solve the parking problem by:

- (1) requiring all new development to construct the required parking as public parking when utilizing the "Del Mar Park Once" parking standards.*
- (2) requiring existing DMMC land use specific parking ratios be applied to developments where parking is not made available to the general public.*
- (3) requiring existing development to open private parking to the public when applying the "Del Mar Park Once" parking standards for intensification or change of use*

This "Park Once" approach to Del Mar's parking problems may be innovative, but it amounts to socialism . . . take parking from those who have and give parking to those who don't have. The City can probably pass this VSP because there are far more under-parked restaurants in town than under-utilized parking garages. But it won't cause me or any other commercial property owner or developer to deed our private parking to the City. Developers are capitalists.

Why must a developer deed his private parking to the City in return for a fair ordinance? Unless the City sets reasonable parking standards, developers will simply go elsewhere. No one will buy and develop Del Mar's commercial real estate, pay the property taxes and maintenance, and then grant the use of it's private parking to the City as a public parking garage. Developers can go anywhere in North County, receive restaurant ratios ranging from 1:200 to 1:500, and still own unencumbered land. This "Park Once" strategy is a major disincentive for any future development in Del Mar.

The City's impossible parking standards (1:90 for inside restaurant space passed in 1967 and 1:90 for outside seating passed in 1977) have created a corrupt system. None of the restaurants developed or enlarged after those dates comply with those parking standards.

The VSP has identified 1201 Camino del Mar as having an under-utilized parking garage, but it doesn't explain that this is because the City has refused to allow 25 percent of the property to be leased. In describing the abundance of on-site parking at 1201 Camino del Mar, the City's 2009 Parcel Survey states:

"It appears that the existing underground parking (at 1201 Camino del Mar) could possibly be integrated into any future underground parking schemes located to the north of the site, creating a "shared use" parking scenario for the entire block."

How can 1201 Camino del Mar have enough parking for the entire block, but not enough for its own lease space? Like everyone else, I'm eager to see the re-vitalization of Del Mar's downtown, but not at my property's expense. Why not require commercial property owners that are deficient in parking to help fund a public parking garage? Commercial property owners with deficient parking probably wouldn't support that concept; likewise I will not lessen my commercial property's value by donating it for public parking.

The City's planning and design review process has created beautiful residential properties, but that same process failed in developing the downtown. Del Mar's impossible parking standards led to the City granting restaurant uses to properties that were unable to provide parking for those uses; and today these under-parked properties (mostly non-descript old buildings) are not candidates for re-development. It's time to establish objective and realistic parking standards, instead of vesting the Planning Department with more discretionary power to make subjective decisions. I propose the following:

- (1) Revise the 1:90 parking standard for restaurants to a ratio more competitive with other cities.
- (2) Waive parking requirements for outside seating on private property.
- (3) Allow the Urban Land Institute methodology of calculating peak-hour demand to be applied to individual properties.
- (4) Allow curbside parking spaces along a building's frontage to be included as part of that property's parking inventory.

If anyone would like to discuss these matters, please email me at

George Conkwright

PAGE 2 OF 2

Adam Birnbaum

From: Gregory Beckham
Sent: Tuesday, April 03, 2012 12:12 PM
To: Adam Birnbaum
Subject: LCP-12-1 and LCP-12-2

Dear Adam, Thank you for your hard work. I'll come right to the point, I would never support this attack on our community plan, what in the world is going on? Maybe it is time sell and get out of here before they start destroying the village. Such a sad day I didn't see this coming, the commercial area has never looked or functioned better then it does today. Here is some advice ; how about the city clean-up it's own property. City Hall is the worst looking property in town. Regards, Gregory Beckham

4/5/2012

RE: Inclusion of 1435 Camino Del Mar APN# 300-03-82 in the Village Specific Plan

Dear Members of the Del Mar Planning Commission,

As owners of the subject parcel, we respectfully request that it be included in the Village Specific Plan and removed from the Del Mar Plaza Specific Plan.

This approximately 12,000 sq. ft. property, located at the southeast corner of Camino del Mar and 15th Street was originally developed in 1985 under the Central Commercial Zone at a 45% FAR. It was later included in the Del Mar Plaza Specific Plan. A second building of approximately 5,000 s.f. was proposed for the area where the parking lot is currently located. This northerly building is so integral to the existing building and the parcel design, that we installed the infrastructure below the parking lot to accommodate it. This included water, sewer and electrical connections, as well as integration directly into the stairway which exists and is attached to the Union Bank building.

The existing structure has been subject to review for compliance 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 appropriate to apply the Village Specific Plan designation and the development regulations to this property as well.

Application of the Village Specific Plan and its development standards, including the build-to and Horizontal Zoning regulations, will allow for development 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 will not alter the requirements, development standards or other provisions of the Del Mar Plaza Specific Plan, as they are applied to the Plaza property at the northwest corner of Camino del Mar and 15th Street (APN 300-03-86).

The second building on the subject site will complete the intersection of Camino del Mar and 15th Street with an attractive complementary structure and a public plaza by the flower stand. Deliveries will be handled from Maiden Lane. Parking will be satisfied off-site and by the existing spaces on Maiden Lane.

The pedestrian experience at the corner will be greatly improved. Parked cars do not belong there, any more than parked cars belonged on the top level of the Del Mar Plaza, for those who remember the gross underutilization of that site before we redeveloped it.

We strongly encourage allowing this part of the master plan for the east side of Camino del Mar and 15 Street to be fulfilled as originally planned. It will make for a considerably better face for the City at its principal intersection.

Respectfully submitted,

Ivan Gayler

David Winkler

PAGE 1

MEMORANDUM

DATE: April 6, 2012

TO: Scott Huth
Kathleen Garcia

FROM: RICK HOFFMAN

RE: Del Mar Village Redevelopment Thoughts

Dear Scott and Kathleen:

Thank you for your time yesterday and providing me with an education about the process of obtaining approval of a location on Camino Del Mar for Coldwell Banker. I will, as suggested, attempt to work through the exception process in order to obtain approval from the City Council.

As to our other discussion about the revitalization of the Village District in Del Mar I'm glad to offer some thoughts as they would relate to residential real estate companies and the total area in general.

It seems to me that the asset value of the Del Mar Village lies in its history, appeal to residents, and its overall attraction as a tourist venue. Saying this the revitalization plan will have to balance all of these needs in order to achieve your strategic objectives.

As a native of California I see Del Mar Village much like I see Laguna Beach, Huntington Beach, Carmel, Santa Barbara, Moro Bay and many more uniquely California beach communities. With Del Mar, when you add in the Del Mar Race Track you add in a huge other attraction.

I see the revitalization of the Village planned around a pedestrian experience. This type of experience requires a diverse retail atmosphere. It also, in my view, is better served by smaller store front locations as the big box concept does not fit into the pedestrian experience.

The business mix that would appeal to this pedestrian experience could include many types. Certainly restaurants must have a strong presence. Clothing stores, sporting based shops, art galleries, jewelry stores, spas, and other business categories that can display items of consumer interest would be an enhancement to this Village atmosphere.

I know this is self serving but residential real estate companies with tasteful property displays would fit in the mix. I know that when I visit places I am always taken in by the property information that I see in local real estate offices windows. Maybe you both have had the same experience.

As we discussed relative to the real estate business, the days of large real estate office being located in unique areas like the Del Mar Village are, in my opinion, long gone. With technology as it is today the new model calls for a smaller office that is more consumer centric than real estate agent centric.

For the Del Mar Village I would suggest that the ideal real estate office would be less than 1,500 square feet and would contain a pedestrian display that would attract consumer attention. This reduction in space also helps an area like Del Mar Village as there would be reduced occupancy and therefore less parking requirements.

The example I shared with you for my company is that a Del Mar Village location would be a satellite to our main hub operating at Via de la Valle and Interstate 5. Our Via de la Valle location has abundant parking as well as adequate office space for our agents. In this scenario a Del Mar Village location would be utilized to attract new customers, a meet and greet place for agent and clients, but would not be the primary location for a large population of agents. This concept is further supported by the fact that our support service of mortgage, escrow, administration, and training are all housed at Via de la Valle.

I believe this type of arrangement will develop for most real estate companies going forward. The overarching economic reasons will simply make it a necessity and a good business decision. Face it; retail/storefront is expensive especially when it is used as an office environment.

The mix of business usage while an ideal goal will be hard to accomplish due to existing leases, older buildings and the need for landlords to secure tenants when they have vacancies. It would be an admirable goal to have complimentary business located close to each other. Example, restaurant next to a art gallery next to a clothing store, next to a real estate office, next to a jewelry store, next to a wine shop...I'm sure you get the idea.

These are just initial random thoughts and I will attempt in the future to refine them if you wish.

You are faced with a challenging task that could turn into a real labor of love with the potential for long term meaningful results. I'm sure it would be much easier if the canvas was blank but then the challenge and accomplishment would not be as rewarding.

I hope you find this helpful. Please feel free to call on me at anytime as a resource.

Subject:

FW: Del Mar Revitalization plans

From: Lucy Eskeland

Sent: Monday, April 09, 2012 2:26 PM

To: Conversations

Subject: Del Mar Revitalization plans

I am a resident of Del Mar who is interested in the downtown revitalization plan. I looked at the documents and, on the whole, I love it. The City's look will definitely improve- more modern and pedestrian friendly. I like the roundabouts, although I am not totally convinced it will help lessen traffic. Roundabouts are still better than stop signs or stop lights on a busy road. I love the wider sidewalks and the design for town and country parking. I don't mind increasing the height of buildings to 30 feet, as long as it doesn't obstruct views from residential homes and restaurants, nor affects the privacy of surrounding neighbors. Adding more trees and planters will definitely enhance the beauty of the city. It would be great if sidewalks could be extended to where Camino Del Mar splits at Jimmy Durante Blvd.

Keep up the good work!

Lucy Eskeland, Ph.D.

Subject: FW: Monday Meeting

From: Tom McGreal
Sent: Monday, April 09, 2012 9:23 PM
To: Kathleen A. Garcia
Cc: Claire
Subject: Monday Meeting

Hi Kathy,

I went to the Annex at 7:00 PM to talk about the Specific Plan, but the Annex was closed. Sorry I missed you.

I thought I would send an email to convey some thoughts. I have an overall sense that Parking in Del Mar is the key to developing a Del Mar Village Specific Plan that will be accepted by the commercial property owners and the residents. I am concerned that without a comprehensive Parking plan the Del Mar Village Specific Plan will not be approved.

The City needs a Parking plan that covers all 4,000 residents, all commercial owners and all visitors. It makes no sense to me to have a Park Once Plan for the business district, and a Resident Parking plan (TPAC) that calls for paid parking in certain zones (Stratford and the beach area) and no paid parking in the neighborhoods east of Camino Del mar. Our entire City covers on 1.8 square miles. We need one parking plan that encompasses the entire City.

In listening to the commercial property owners at a recent workshop, it appears that business expansion is impeded by the City's parking requirements and the related costs / fees. As a resident of Stratford Court, we watch the parade of cars seeking parking spaces in our neighborhood including workers, contractors, shoppers and beach goers. The availability of parking is a major problem in Del Mar for the commercial owners, businesses and residents.

A central parking facility that is large enough to address all these needs could be the catalyst needed to make this a win win situation for the City, the commercial owners and the residents. Without guessing how large the facility needs to be, let's simply assume that the central parking facility is large enough to address all parking needs of the City (200 to 400 spaces). In fact, the cost / revenue analysis is easiest to assess using the cost / revenue related to a single parking space.

Using the cost estimate you gave me when we last spoke of \$35,000 per parking spot, I have done a quick analysis. If the City issued a bond to fund the parking facility for 30 years at an interest rate of 5%, the monthly amortization of principle and interest would be \$187.89 or \$6.26 per day (30 day month). This does not address the taxable or tax exempt nature of the bond.

I was surprised to see that the Specific Plan document (Ch IX-10) indicates that a parking meter returns an average of \$3.50 per day. This seems very low and is perhaps related to the method of financing the meters.

I urge the City to more carefully examine the cost, funding alternatives and payback analysis to determine if investment and return gap can be closed. A parking facility that pays for itself over its useful life could be a major breakthrough. It would resolve the parking needs of the City and potentially eliminate the need to assess the in lieu fees / costs that are now impeding business expansion.

These are just my preliminary thoughts. I'd like to discuss this further. Please give me a call at

Regards, Tom McGreal

4-11-2012

RECEIVED

APR 11 2012

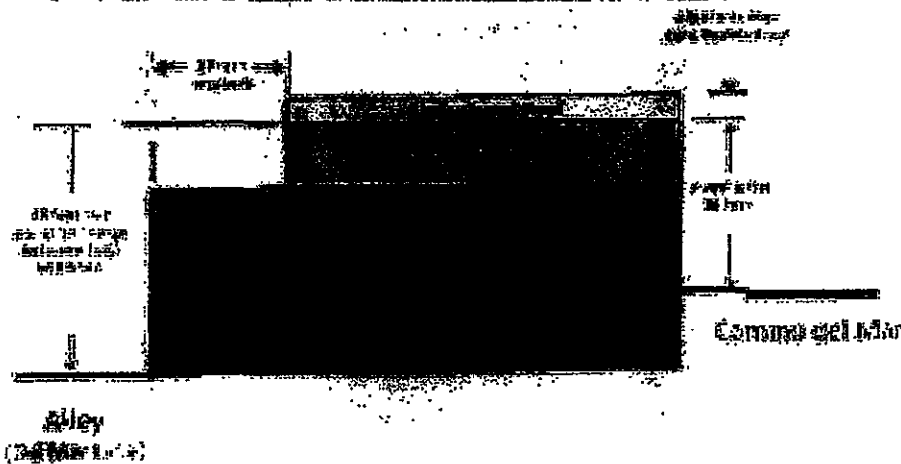
City of Del Mar
Planning Department

To: Kathy Garcia
From: Rick Ehrenfeld
Re: Comments on development standards

- 1) Rules for "upper level setback" on the west side of Camino Del Mar. I agree that the 20 foot upper level setback does an effective job of eliminating the look of a three story building from the west. I applaud this as a positive step.

I am concerned that this 20 foot area would be used as a deck for a bar or restaurant, and that the noise from this use could negatively impact the surrounding neighborhood. As a development requirement, I am not convinced this open deck area is preferable to enclosed floor area when trying to control noise and lights from restaurant or bar decks.

I think that this use should be allowed only through the granting of a CUP.



- 2) Rules for lots with side street frontage, but no CDM frontage. It is my understanding that development on these lots would be limited to a height of 26 feet above the adjoining street. I support this well thought out decision.

My concern is that if one, or more, of these "side street lots" is combined with a lot with CDM frontage, a very tall building may result. For example: there are three lots on the southwest corner of 10th and CDM – the property lines run parallel to CDM, with the most western lot being the site of the Les Artistes hotel. If these three lots were combined, we would have a worst case scenario - a very tall building very close to the residential neighborhood and a tall structure as viewed from the street. Even if just the two easterly lots were combined Les Artistes would be dwarfed by the height of the new buildings. I would like to see some guidelines spelling out the implications of these lot mergers. I think that maybe the height of buildings on merged lots should be tied to their allowed heights prior to the lot merger.

PAGE 1

Subject:

FW: Village Specific Plan

From: Russ Broschious

Sent: Thursday, April 12, 2012 8:48 AM

To: Conversations

Subject: Village Specific Plan

Dear Council Members,

I reviewed the brochure that was sent about the Revitalization Plan, but cannot attend the public meetings. I own, since 1968, two properties on 7th St. I am strongly opposed to all the proposed changes for the following reasons:

1. The coast is a California treasure, to be enjoyed by all. Creating a substantial traffic slowdown will cause intolerable alienation of all who wish travel the coast. Workers in La Jolla living in Solana Beach will be forced to the 5, visitors from other locations will get trapped in this traffic jam. When, and it is When, the 5 has a major accident, there is no alternate bypass for all our "neighbors" stuck on the freeway. El CDM is not Del Mar's, it belongs to all of California. Be a good neighbor!

2. Driving through Del Mar is slow for all travelers. One person backing out of a diagonal parking place, being real careful and a bit hesitant because there is a SUV or Van beside them, will stop that lane. A two lane road with small diameter circles will never carry close to the traffic the 4 lanes we have now. Small circles mean very slow speeds. What about deliveries? Is your traffic consultant prepared to guarantee with a insurance policy that the traffic through put will remain constant? Of course not! Errors by consultants, as reported in Barron's, is unconscionable.

3. Buzz words like encourage pedestrian traffic, sounds nice, but really few walk. It's one person per car, yet the state has spent billions on HOV lanes that are mostly empty. More consultants and politico trying to force behavior, it doesn't work!

4. "Public Participation" means public funds and taxes, and I am opposed to higher taxes for me or town merchants wherein their goods and services must reflect the tax which gets passed on to me. Goods and services in Del Mar are already uncompetitive to the surrounding areas.

5. I bike a lot in Del Mar. Circles will be difficult and dangerous, lights are best. Diagonal parking is dangerous for bikers and 101\El CDM is a favorite coast bike path greatly enjoyed by thousands. This plan could force most bikers to Strafford Ct., which at some locations is narrow. Try biking up 15th St., diagonal parking west, and narrow lane east uphill because of the "planters"! Maybe you should contact local bike clubs for comments.

6. What Del Mar Needs: a) Reduce the staff at Del Mar to be in line with what neighboring communities have. b) reduce the taxes on property owners and businesses to improve competition, c) get rid of site specific zoning. The gas station lot is a horrible mess for the town and developers., d) stay away from the 9th St School property, we don't need larger offices, reduce staff.

Let the community grow without hindrance from the government. Investors, who have skin in the game, coming to the area will make attractive prudent choices, and the simplification of the regulations will cause a nice boom. Grand plans and uniformity are meals for planners and are not palatable for people. Example: Check out the hill side, between 8th St. and 2 blocks south of 4th St.: All done by "subdivision plans developed by planners and engineers" they are okay, but typical Ca. NOW compare the residential areas to the north and south of this "planned area", check out the home prices and desirability. No comparison, the old sections are enchanting, beautiful, true treasures, where would you look first to live!

As usual, Del Mar will have a lot of law suits spin off of this really bad plan. I plan to actively support those suits. Thank you for the opportunity to express my opinions. Russ Brosious

PAGE 2 OF 2

From: Planning Mail Box
Subject: FW: Comment on Village Plan

From: Maria Weiss
Sent: Thursday, April 12, 2012 1:59 PM
To: Planning Mail Box
Subject: Comment on Village Plan

To Whom It May Concern: I just attending the presentation to Realtors regarding the Revitalization proposal. Many good ideas were presented. Although we have a long way to go, at least we have started. My comment is that as a resident of Del Mar Heights area, I use the Village as my home base for shopping, farmers' market, walking, restaurants, etc. It is my community. However, I have no vote in the issues. As you know, although I have a Del Mar address, my "city" is San Diego for voting purposes. I believe that Del Mar should "annex" the Heights area and not just for zip code reasons. It just makes sense to be a voting member of the community in which we live. Just my point of view. Thanks!
Maria Weiss

No Surprises.....Just Excellent Service!

Maria Weiss, Realtor
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Subject:

FW: feedback on Village Specific Plan

From: Leslie Burcham

Sent: Sunday, April 15, 2012 9:22 AM

To: Planning Mail Box

Subject: feedback on Village Specific Plan

I read the flier about the proposal to change traffic in town. You should be increasing the number of lanes, to make 4 lanes all the way through Del Mar, instead of taking lanes away. There are only 2 ways for motorists to get north and south, Interstate 5 and Camino Del Mar/Old 101. It is extremely important to keep the 4 lanes for the cars and emergency vehicles to get through town. The idea that some traffic circles can increase the flow is simply wrong. Several years ago there was a wreck at the 5/805 merge that blocked traffic going south at 4 in the morning. The blockage was not cleared for over 5 hours. The only alternative was Camino Del Mar. It took the teachers that commuted from up north 7 HOURS to get to the school. If you shut the road down even further the traffic would have tied up for even longer. This is not some small country town where we have the luxury of big wide sidewalks and a slow lazy traffic flow. This is a major traffic necessity and would be extremely dangerous to make it even more difficult for traffic to flow. I know you say the traffic circles would keep traffic flowing but when they have to stop at the stop sign at Coast, and the light at the Hotel, traffic backs up for a couple of miles, no amount of traffic circles south of there is going to change that. I would think you would want the traffic moving instead of sitting and idling.

regards,

Leslie Burcham

4-19-12



RECEIVED

APR 19 2012

City of Del Mar
Planning Department

Hi Jen,

Here are a couple of questions/concerns I have regarding the roundabouts. Again, I am in full favor of the revitalization efforts. I am concerned that we are putting all this effort towards building a better Del Mar but end up shooting ourselves in the foot. Is this all necessary and have all the ramifications of these actions been analyzed correctly.

I am no expert in traffic or emissions or keeping governments, environmentalists and law makers happy. I am a businessman and I do know what will impact my business. I also get very nervous when major decisions are being made on "reports". I think we all could rattle off numerous studies that have not been what was advertised. So as not to ramble here are some questions that would help me support this program.

1. What was Bird Rock's traffic before the installation of the roundabouts? Both lower and higher numbers. Today's volume high and low and the incremental growth from completion to today.
2. Del Mar's High and low numbers.
3. Bicycles high and low-how do they impact flow? The bike lane ends and there is not much space to merge. When I am riding in Encinitas, I merge well before the roundabout. Extremely difficult with traffic.
4. Pedestrians at 15th street and Camino Del Mar-how will that impact traffic flow. Is this factored in to the flow and how many pedestrians did they account for?
5. What do they expect to happen at peak times? Track getting out, beach people walking and bikes cruising.
6. How will the increased traffic on Crest and Stratford be handled? This is a problem in Bird Rock according to my friends that live there.
7. What will we do if the studies are wrong and traffic flow decreases or stays the same and we have an increase in accidents? Or it just isn't what we hoped for.

Needless to say I am concerned about Del Mar remaining a dining destination. I may seem overly concerned, but this is my livelihood.

Thanks for getting me this info.

Dan Sbicca

PAGE 1

Subject:

FW: Village Specific Plan EIR Review

From: Hershell Price

Sent: Monday, April 23, 2012 5:11 PM

To: Planning Mail Box

Subject: Village Specific Plan EIR Review

Dear Ms. Garcia,

I am very concerned about the plan to raise the building height limit on the west side of Camino Del Mar to 26 feet plus an additional 4 feet peak facade for equipment or other necessary items that need to be hidden from view. As you might remember, I complained directly to you about this when I was still on the Planning commission. Before approval, it is imperative that at least 3 storey poles are erected on the west side of Camino Del Mar so that our residents and voters can see clearly for themselves the possible height of the buildings that could be constructed after approval of the plan by the voters in November. Those three sites I recommend are as follows: 1) the lot between Bully's and En Fuego, 2) in front of Board and Brew, and, 3) in front of City Hall. In terms of transparency, this would definitely show what we will have to live with in the future if the plan should be enacted by the voters of Del Mar.

Personally, I believe that the height of structures or buildings on the west side of Camino Del Mar should remain at the present height limitation with the following exception as follows: If 26 feet plus 4 feet for facades is high enough for two-story businesses then it must be true that 13 feet (half of 26 feet) plus 4 feet for facades should be high enough for one-story businesses. Therefore, I propose that the height limit should be raised to 17 feet (13 feet plus 4 feet for facades) to accommodate one-story businesses as they are now.

As for the roundabouts, I like the idea but am concerned that they are located on the only main thoroughfare through Del Mar and would, perhaps, block emergency vehicles and would allow vehicles to easily roll off onto our side streets. One way to keep that from happening would be to reduce the speed limit to 15 miles per hour, or less, on our residential side streets such as Luneta, Stratford Court, Ocean Avenue and others.

Those are my thoughts and I hope they will be discussed and incorporated into your final EIR Report.

From: Planning Mail Box
Subject: FW: Input for revitalization plan

From: Warren Spieker
Sent: Monday, April 23, 2012 11:01 AM
To: Planning Mail Box
Subject: Input for revitalization plan

I was impressed with the revitalization plan presentation given to the Friends of Del Mar Parks by Kathy Garcia last week. The slide showing the comparable traffic flows was quite impressive.

I still have once concern about the roundabout at 15th Street. While the new sidewalks will only take 4 seconds to cross, it is likely that the steady crossing of pedestrians at this hub of our town will cause back-ups at this roundabout. You could conceivably have long traffic stalls with no northern/southern flow due to pedestrian traffic, which I would think could back-up all of Camino Del Mar.

I support the revitalization plan but strongly encourage there to be a "pedestrian stoplight" at 15th street that will guarantee that car traffic is able to flow through this busy intersection. This would be different than the current pedestrian "notification" lights that were recently installed in that pedestrians would have to wait for a green light to pass (just as they do now at a regular stoplight).

Thank you all for your work on this.

Warren Spieker

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Subject:

FW: Revitalization

-----Original Message-----

From: Robin Crabtree

Sent: Monday, April 23, 2012 9:22 PM

To: Kathleen A. Garcia

Cc: Scott Huth; Carl Hilliard; Lee Haydu; Terry Sinnott; Mark Filanc; Donald Mosier

Subject: Revitalization

Kathy,

I apologize but Dan and I will be unable to attend the meeting on May 1st.

I did have a question for you regarding south bound traffic on CDM. I recently walked from 25th street to downtown going along 101 or CDM over the train tracks on the old bridge and then had to cross CDM to walk on the east side facing the traffic to make sure I could stay out of the way of racing cars to get to my meeting at Starbucks. The area of CDM just past the train tracks and where Jimmy Durante cars merge onto CDM going south has a terrible area for pedestrians (on both east and west sides).

So my question is....how are you going to transition CDM from four lanes to two lanes? The path that I walked is walked by so many people on horse race days....couldn't we include pedestrian walkways in the area on both east and west side of CDM? As you go from four lanes to two lanes lets give that land to pedestrians and bike lane. Many people in Del Mar want to walk and we need pedestrian walkways to be completely inclusive. I feel sorry for our residents who live off Jimmy Durante. They have no pedestrian walkways or alternative routes for walking downtown. I believe that is really unfair. All residents should have available pedestrian walkways from their homes along major roads to downtown....thus less cars and less parking!

I don't know how you are transitioning from four lanes to two lanes but as the traffic on CDM coming south from the beach and then merges with traffic southbound off Jimmy Durante I can only envision a terrible bottleneck with backing up the traffic into the beach community. On a warm weekend summer day traffic heading south through the beach community is currently bumper to bumper and crawling! Add the horse races and the four lanes down to two lanes. Recipe for a disaster??

I would like to ask you to please include that small stretch of road on the east and west and include a pedestrian walkway. I did review your entire plan but did not see how you are going from four lanes to two lanes. Please share with me the specifics of how the road will be tapered down to two lanes.

Thank you

Robin and Dan Crabtree
25th Street

Subject:

FW: Attn: Ms. Garcia

From: Udo Wahn

Sent: Tuesday, April 24, 2012 12:28 PM

To: City Hall Mail Box

Subject: Attn: Ms. Garcia

Hi Ms. Garcia:

Thank you for your presentation last night at the McGreal residence.

I just wanted to reinforce my family's dismay with the noise made by delivery trucks in our neighborhood during the wee hours of the morning when one can hear a pin drop! We live at 1227 Stratford Court, between 12th and 13th St.

Large delivery trucks can be heard beeping while backing up, lowering their lift gates, opening and closing their heavy rolling back doors and noisily moving their goods about. All of this many times beginning as early as 4 AM. Our family is awakened by this racket and find it totally unnecessary. Many businesses do not open till well after 7am.

We believe that delivery trucks should be limited to not delivering before 7am and after 7pm all days of the week. We feeling strongly that there should be an ordinance covering this issue and that it be enforced.

Thank you!

Dr. Udo Wahn M.D.

Memorandum

RECEIVED
APR 24 2012
City of Del Mar
Planning Department

Date: April 24, 2012

From: Sustainability Advisory Board

To: Council Members Don Mosier and Mark Filanc

Re: Recommendation from Sustainability Advisory Board – Support for Consideration of Replacing Traffic Signal and Stop Signs within City Limits of Del Mar with “Roundabouts”

At its March 15, 2012 meeting, members of the Sustainability Advisory Committee (SAB) were asked by Council Members Don Mosier and Mark Filanc to research and qualitatively assess the benefits of replacing traffic signals and stop signs within Del Mar with “roundabouts.” Specifically, the SAB was asked to determine whether making a change to roundabouts would increase traffic flow, reduce fuel consumption and reduce greenhouse gas (GHG) emissions.

The Members of the SAB have concluded:

The escalating rate at which modern roundabouts are being built at North American intersections holds a significant potential for conserving energy, reducing air pollutants and addressing global warming. Two decades of intersection control modeling and software development as well as empirical studies of busy highway intersections document substantial short and long term benefits from installing modern roundabouts. Motor fuel consumption and associated air pollutants are reduced, and the primary greenhouse gas (GHG), CO₂ is significantly cut by employing roundabouts rather than traffic signals or stop signs. Reductions in fuel consumption, and by extension pollution emissions and GHGs, are demonstrated through analysis of empirical data and modeling reported from existing U.S. roundabouts and those under development.

Qualitative examples of both Fuel Use and GHG reductions include:

- One study for Kansas estimated 55-61% GHG reduction at controlled Intersections replaced with roundabouts
- A study for Vermont estimated an 8% reduction in state motor fuel use from replacing signals and stop signs with roundabouts at 100 busy intersections
- Studies for Burlington, VT calculated that the City could meet 20% of its GHG reduction goal by replacing 25 traffic signals with roundabouts
- A Study for Hamilton, Ontario found an average GHG reduction of 60% for roundabouts replacing traffic signals

Additionally, the California State Senate is considering the inclusion of “roundabouts” in Climate Bill SB 375:

Recommendation for Senate Climate Bill SB 375

Changes to Section 112(c)(v)(ee):

“(ee) surface transportation system efficiency improvements, including intelligent transportation systems, other operational improvements, or roadway or intersection infrastructure efficiency conversations [note: this would include language to encourage more efficient intersection design (e.g. roundabouts) that stabilize speeds, reduce congestion, and have associated GHG reduction] to reduce long-term greenhouse gas emissions through reduced congestion and improved system management”

In conclusion, the longer term potential for roundabouts to reduce resource use, including pollution and GHGs, by enabling more energy efficient land uses and fostering increased transit and non-motorized modes has been well documented. Roundabouts are generally acknowledged to be superior in *all* aspects of performance to alternative intersection controls. In addition, roundabouts usually recover their capital costs in a few years through savings to all users through reduced crashes and crash severity, time delay, maintenance, electricity costs, and fuel costs.

Members of the SAB unanimously support the City of Del Mar’s consideration of the inclusion/construction of Traffic Roundabouts for the purposes of: (1) More Efficient Traffic Flow, (2) Reduced Fuel Usage, (3) Reduced GHG Emissions and Improved Air Quality, and (4) General Pedestrian Safety, including reduction in frequency and severity of collisions.

In short, roundabouts present a clear example where sustainability and quality of life implications are positively aligned, to the benefit of the Del Mar community.

Respectfully submitted,

Greg Hibbard

Chair, Sustainability Advisory Board

City of Del Mar

4125/12

RECEIVED
APR 25 2012
City of Del Mar
Planning Department

Claire & Tom McGreal
Stratford Court
Del Mar CA 92014

Dear Hon. Mayor and Members of City Council, and Ms. Garcia,

This is our formal response to the proposed Village Specific Plan and its accompanying documents (hereinafter referred to as "the Specific Plan").

First, we thank the Planning staff and the electeds for their efforts in creating the lengthy proposed plan and accompanying documents. It is indeed a huge effort.

Secondly, we need to say that we are conceptually in favor of the idea of revitalization of the Central Business District, but we do oppose the proposed Specific Plan as presented based upon the reasons that follow.

Our overall feeling is that the Specific Plan does not provide the residents with sufficient certainty about 1) the nature of the future development of the village, 2) the impact on neighborhoods and residents and 3) the benefit that will be derived by the residents of Del Mar.

The owners of the commercial properties in Del Mar will be the largest beneficiaries of the Specific Plan. The relaxed development requirements (FAR, parking and density) will greatly enhance the value of the commercial properties. Increased values could potentially trigger property sales (for gains) rather than development by the current owners. The impact of the higher sale prices will become part of the resulting development costs, which only complicates the cost model for the very business owners we are trying to revitalize.

Cost to Del Mar

The Specific Plan may also result in substantial long term costs to the City. The degree to which private funds, grants and other sources of money will be a component of the funding is not stipulated in the Specific Plan. The result is that the residents will be obligated to repay any bond debt not covered by these unspecified external sources. Cost limits for the City must be established and specified in the Specific Plan.

Parking

Parking is being addressed for the Plan Area through the "Park Once" concept, but there is no citywide comprehensive parking component of the Specific Plan. Any acceptable Specific Plan must include a comprehensive parking solution for the City.

The TPAC plan is not a component of the Specific Plan, but it is being reviewed by the City as the basis for an overall parking plan. As currently drafted, the TPAC Plan is unacceptable. We are a small City that should not be diced into impact zones making it costly and inconvenient for certain neighborhoods and with no such requirements imposed on other neighborhoods. Beach parking is essentially ignored by the Specific Plan with the exception of a new parking garage in the CBD, which is possibly too far away from the 17th Street beach.

Specific Parking Points:

- 1) The Specific Plan calls for a "Park Once" concept, a good idea, but with no real force or effect. The Park Once concept is dependent upon a number of commercial property owners allowing others to park on their property as if it is public space. This might happen, or it might just be wishful thinking.
- 2) While the Specific Plan uses the Park Once concept, in reality, the City is moving in a very different direction. The City's Traffic and Parking Advisory Committee (TPAC) has promulgated a plan calling for paid parking in the beach colony and in the Stratford corridor, which includes the numbered streets from the bluffs to Camino Del Mar (CDM). The TPAC plan calls for no parking restrictions east of Luneta.

TPAC calls for paid and or permitted parking in the beach and Stratford neighborhoods, with a maximum parking time of 4 hours. This will cause a great deal of distress and inconvenience for residents of those two neighborhoods, as well as cause the residents to have to purchase from the City a permit to park on the street in front of their own homes. We oppose the TPAC proposal as placing an undue burden on the Stratford and beach residents, and creating a situation where residents in the singled out neighborhoods are treated disparately with regard to parking on streets adjacent to their homes.

- 3) The Village Specific plan calls for the building of a parking structure along the CBD. That sounds like a good idea to us. However, that structure may not be built for 10 years or more.

When the Planning Commission heard the current TPAC proposal, they asked for a workable solution to be brought before them. We think that the building of a public parking structure, as proposed by the Specific Plan, is the viable solution to the parking problem in Del Mar. It needs to be more than a remote idea such as it is in the Specific Plan. The commitment to build it needs to be the condition precedent upon which all else follows in redeveloping the CBD. In other words, the commitment to building the parking structure should be the first step toward revitalization, and nothing else should go forward until and unless the commitment to build the parking structure is demonstrated.

Traffic

Traffic is an important component of the Specific Plan. The "roundabout" approach may or may not be the right solution, but must be tested to ensure pedestrian safety, access for emergency

vehicles and more efficient traffic flow. A simulated test (before actual development) is recommended.

As residents of Stratford Court, the "no left turn" rule for 3:00 PM to 6:00 PM has helped keep commuter traffic off Stratford Court. The roundabout will make enforcement of the "no left turn" rule almost impossible as the north and south bound travelers merge around the roundabouts. Testing should be undertaken to determine the continued enforceability of the "no left turn" rule as part of the simulated test.

Height Limits

The look and feel of the Plan Area will change dramatically under the Specific Plan with development heights on the west side of Camino Del Mar being greatly increased. We run the risk of harming the small village feel that first attracted many residents to the City. Lower height limits are recommended. We believe that the west side of Camino Del Mar should be limited to buildings with no more than 2 stories. Anything higher will interfere with light and air flow.

Overall Density

Del Mar's commercial district (excluding L'Auberge and the Plaza) now has 280,000 square feet of commercial space. If the plan is passed as currently proposed, the commercial space could grow to 600,000 square feet. We already have lots of traffic congestion and too few parking spaces. What will happen with congestion and the parking dilemma if we more than double the commercial space? The plan as proposed allows way too much density, and the density allowance should be greatly decreased.

Excessive Number of New Residential Units; 120 Too Many.

While we like the concept of introducing residential units in the CBD, we are opposed to allowing 140 new residences within a 6 block length of downtown. Why not limit the number of new residences to 20: a much more workable number. Creating 140 new residences will have detrimental effects such as exacerbating the already terrible public parking situation, increasing traffic congestion, and create more noise and air pollution, among other things.

Single Laning of CDM

We are opposed to the single laning of CDM on the bases of public safety. We are not convinced that a fire truck can move along CDM as quickly if drivers are forced to pull into the back-up space of cars parked in a town and country manner. Reason dictates that 2 lanes of cars are better able to merge into one lane, allowing the emergency vehicle to have the remaining dedicated lane.

-Reverse Angle Parking

If the single laning advocates prevail, we strongly urge that town and county parking be on a reverse angle, making it safer for cyclists, small children, handicapped people and pets exiting a

vehicle with doors opening to allow them to pass unimpeded (as opposed to exiting the door, and having to move toward the street to close the door, to then pass to the sidewalk.)

-Back striping park stalls at Street side

If the single laning advocates prevail, we strongly urge that oversized vehicles be precluded from parking in most of the reverse angle spaces by back-striping the stalls, to keep the end of the vehicle from overlapping the space required by emergency vehicles. A limited number of stalls could be made available for larger vehicles, and any sized vehicles as well.

Development Impact Fees

The plan, while it offers a windfall to commercial owners by doubling or tripling FAR, utterly fails to provide for development impact fees. We believe that development impact fees should be imposed to help the city defray the attendant costs of revitalization, such as building the public parking structure. For example, an impact fee of at least \$30,000 should be imposed for each of the new residential units to be added to the CBD. (We believe that the City currently imposes a lot splitting fee of \$30,000 per new lot, so that would be in keeping with present practices.)

The City should also use impact fees for some public / resident benefits such as building a public parking structure, or building a civic auditorium, or undergrounding utility lines in the neighborhoods adjacent to the CBD.

Respectfully Submitted,
Claire & Tom McGreal

Subject:

FW: Village Specific Plan

From:

Sent: Thursday, April 26, 2012 7:54 AM

To: Planning Mail Box

Subject: Village Specific Plan

Kathy – First off, my compliments and thanks for the presentation at the Finance Com'ee on Tuesday and especially for the comprehensive Plan and EIR documents. I've spent some time in the last day or so working through them.

And a heads up – After the meeting I told Jeff Sturgis I would file comments (to the VSP and to the EIR) as a private citizen to create a placeholder for the financial aspects Brian Hester discussed. This by no means is adverse to the efforts; indeed, I favor going forward. Del Mar will have to be competitive with other opportunities landowners and developers have and a serious evaluation of the FAR of 1 (with limited benefits add-ons) needs to be made in order to incentivize private efforts. A knowledgeable commercial source has advised that "12" is the ROI developers need to see at the threshold of any commercial project.

I will be at Monday evening's workshop to raise this point briefly.

My question as to whether financial aspects are discussed in the EIR was not idle curiosity. It springs from a meeting I had with a civil engineering expert when tunnels under Camino del Mar were part of high-speed rail concepts. He advised that a then-emerging line of legal attack on the adequacy of EIRs was whether economic impacts were addressed, even though as you noted CEQA does not expressly require that

Again, my compliments and thanks on your team's efforts.

Jim Eckmann

Subject: FW: VSP thoughts

From: jim benedict
Sent: Thursday, April 26, 2012 11:49 AM
To: Kathleen A. Garcia
Subject: VSP thoughts

Kathy,

I think the one thought that came out of the finance committee meeting the other night is that the FAR ratio needs to be re-examined. I really think that it can work as stands at 1.0, with the expansion of the language that let's builders get to up to 1.5 by giving 'council discretion' to this action. That would be a simple fix.

thanks for all your efforts into this task.

Jim Benedict

Subject: FW: Neighborhood Workshops

From:
Sent: Friday, April 27, 2012 4:34 PM
To: Terry Sinnott; Lee Haydu; Carl Hilliard; Donald Mosier; Mark Filanc - Private; City Hall Mail Box; Kathleen A. Garcia; Scott Huth
Subject: Neighborhood Workshops

Dear Honorable Mayor and City Council Members:

I attended the April 2nd City Council meeting and during Workshop on the Village Specific Plan's Draft Program Environmental Impact Report, Councilwoman Haydu stated that 10 homes had been identified for Neighborhood Workshops and that these meetings would be posted on the City's website. I have repeatedly looked for this information on the website and have not found it. I asked Jeanette Brown and she told me that these meetings are not posted because they are not sponsored by the City.

I'm very concerned that these meetings were never posted as was promised. I was not able to attend the workshop on my street and would have liked to attend another close by. These are meeting with City representatives. City resources are certainly being used to prepare and print the notices that were hung on my door. These workshops should be open to any Del Mar resident that would like to attend. By not allowing access to these meetings, you are creating an air of secrecy around a process that should be as open as possible.

Sincerely,

Mark Stuckelman
Luneta Drive
Del Mar, CA 92014
(858) 755-5610

Subject:

FW: VILLAGE SPECIFIC PLAN

From: Sally Middleton

Sent: Saturday, April 28, 2012 4:02 PM

To: Planning Mail Box

Subject: Fw: VILLAGE SPECIFIC PLAN

----- Forwarded Message -----

From: Sally Middleton

To:

Sent: Saturday, April 28, 2012 3:59 PM

Subject: VILLAGE SPECIFIC PLAN

My husband and I are the owners of our home at 1426 Stratford Court and full-time residents in the City of Del Mar. After reading extensively, and attending a community meeting on the proposed Village Specific Plan, we need to let you know we give a vote of No Confidence to this proposed plan. We feel strongly, that this plan leans strongly, in favor of the business community over the needs of the residential community and their quality of life. A parking garage for visitors and employees is a project that you should be spending time on developing. THANKS. TED and SALLY MIDDLETON

H Randall Stoke
Ocean Front
Del Mar, CA 92014

RECEIVED

APR 30 2012

City of Del Mar
Planning Department

April 29, 2012

Mrs. Garcia
City of Del Mar

Enclosed is a copy of my letter to the Council of 11/22/11. It had no traction. I therefore add the following information. One fact omitted is that the traffic to and from the Fair will further overwhelm street capacity.

There will always be traffic and it will increase. The objective of a Specific Plan should be to direct traffic to and through the Village.

The Plan proposed emulates 1936 thinking with added effete touches; ie roundabouts, more cars and bicycles. Consider backing out from an angle parking space with an SUV on your right. San Francisco has eliminated angle parking in the beach area and has gone back to parallel parking.

I have discussed the roundabouts the Staff proposes with an acknowledged traffic expert, dwelling particularly on emergency problems which are certain to occur with the Fair, the Track and the usual heavy traffic. He would recommend roundabouts only on large areas. Del Mar does not qualify.

Traffic systems have been developed which electronically synchronize signalization that will accommodate emergencies. The enclosed data indicates there will be no additional benefit from roundabouts.

It is obvious that for the Plan to be successful it will require the passage of a bond issue for parking. The effect of the Council's proposed discriminatory parking tax in the westerly portion of the City will impact the acceptability of the Specific Plan. TPAC's proposal which is being pushed by the Council will allow the Council members and their neighbors to enjoy a tax free, undisturbed environment.

The westerly area will be taxed for the benefit of the city's general fund. There is no proper nexus for the tax as designed. The Staff proposes that the tax be adopted by Resolution and not Ordinance; thus, not referendable. How clever. This City is not Manhattan Beach. More consideration should be given to those of us who live in the area to be taxed. If adopted we will have been "paying our dues" and will have little or no compunction to pay for a parking structure for those who travel to the Village or who will be coming down the hill.

The pension problems are also a cloud. Recently there was an article in the Del Mar Times about them. The Mayor, when campaigning recently, said the problems will be resolved by a bond issue. Another tax.

From a traffic standpoint the Specific Plan as proposed is structurally inappropriate. The future is too murky to support a bond issue. My nightly prayer is that I will pass along before the Specific Plan becomes reality.

Respectfully submitted,

A handwritten signature in cursive script that reads "H Randall Stoke".

H Randall Stoke

cc: City Council

November 22, 2011

for Mary

To: The Honorable City Council of Del Mar

Re: Del Mar's Village Specific Plan

The Specific Plan proposals ignore the movement of traffic through Del Mar and beyond the boundary of the Specific Plan area. Note:

1. Crest Road: the traffic impediments designed by the City Engineer for the benefit of the Crest Road residents, which the Council has approved, and the anticipated increase in accidents, should render Crest Road immune to the proposals.

2. Stratford Ct and Ocean Bl together provide passage. It is now heavily used even though Stratford Ct is quite narrow. But, because of the impact on CDM today, I and many others use it anyway.

3. Ocean Front is overwhelmed, particularly when CDM is beset by commuter hour traffic. Bicyclists, dogs, baby strollers and people do so at their risk.

The Stratford Ct/Ocean Bl area will be unduly impacted by proposals #2 and #3. It is important for the City to protect this residential area.

4. CDM is the only street that can handle the movement of anticipated traffic. There will be more traffic regardless of any freeway improvement. Four lanes are essential for the safety and protection of DM citizens, particularly because of the race track and fair ground activities.

Only alternative #1 will be able to handle the volume into and through the City. Left hand turns should be accommodated and the medians should be treated accordingly.

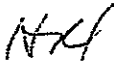
Alternatives #2 and #3 will persuade residents to go elsewhere to shop. The Kilroy project will add to Flower Hill's enticement. Alternatives

#2 and #3 degrade our residential areas which are important to the value and quality of the City.

There is no space within the Specific Plan area to accommodate roundabouts. Check the roundabout in Santa Fe Av in Encinitas. You certainly do not want one at 15th Street which might be a possibility for a "scatter crossing".

The citizens of DM can dream about a leisurely drive to a parking lot on CDM, but it won't become a reality, even if they wish for bond built parking on the City Hall site. I appreciate the mental effort being expended, but are our residents really going to walk down from Crest Rd or Heatherlane, stroll our shopping area on CDM and then walk back up the hill? The four percent response reported in The Del Mar Times should not be taken as indicative of what the vote might be.

Respectfully yours,



H Randall Stoke

City of Del Mar

| <u>Primary Street</u> | <u>1st Cross Street</u> | <u>2nd Cross Street</u> | <u>Average Weekday Traffic Volumes</u> | | | | |
|-----------------------|------------------------------------|------------------------------------|--|-------------|-------------|-------------|-------------|
| | | | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| CAMINO DEL MAR | VIA DE LA VALLE | JIMMY DURANTE BLVD | 16500 | 14900 | 12800 | 12900 | 13700 |
| CAMINO DEL MAR | JIMMY DURANTE BLVD | 15TH ST | 22200 | 25700 | 19000 | 16700 | 20500 |
| CAMINO DEL MAR | 15TH ST | DEL MAR HEIGHTS RD | 24000 | 24000 | 22700 | 21000 | 22100 |
| CAMINO DEL MAR | DEL MAR HEIGHTS RD | CARMEL VALLEY RD | 14700 | 17400 | 15500 | 14600 | 16200 |
| CARMEL VALLEY RD | CAMINO DEL MAR | VIA MAR VALLE | 11000 | 9900 | 18700 | 9100 | 10600 |
| COAST BLVD | CAMINO DEL MAR | 15TH ST | 4100 | 5200 | 3500 | 3300 | 3100 |
| DEL MAR HEIGHTS RD | CAMINO DEL MAR | NOB AVENUE | 17100 | 17900 | 17500 | 15900 | 18500 |
| JIMMY DURANTE BLVD | VIA DE LA VALLE | CAMINO DEL MAR | 11500 | 13600 | 10600 | 7600 | 10800 |
| VIA DE LA VALLE | CAMINO DEL MAR | JIMMY DURANTE BLVD | 16100 | 19500 | 17200 | 18400 | 16400 |
| 15TH ST | COAST BLVD | CAMINO DEL MAR | 4900 | 6600 | 6100 | 7900 | 6500 |

PAGE 5 OF 9

N = Link not counted in that year. Previous year's count carried forward.
 E = No actual count. ADT was estimated by the reporting jurisdiction.

City of Encinitas

| <u>Primary Street</u> | <u>1st Cross Street</u> | <u>2nd Cross Street</u> | <u>Average Weekday Traffic Volumes</u> | | | | |
|-----------------------|------------------------------------|------------------------------------|--|-------------|-------------|-------------|-------------|
| | | | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| ENCINITAS BLVD | EL CAMINO REAL | CERRO ST | 30500 N | 28500 | 28500 N | 27600 | 27600 |
| ENCINITAS BLVD | CERRO ST | VILLAGE PARK WAY | 26300 N | 26300 N | 26300 N | 26300 N | 26300 N |
| ENCINITAS BLVD | VILLAGE PARK WAY | RANCHO SANTA FE RD | 23900 N | 22400 | 22400 N | 20800 | 20800 |
| GARDEN VIEW RD | LEUCADIA BLVD | VIA CANTEBRIA | 11800 N | 11500 | 11500 N | 14400 | 14400 |
| GARDEN VIEW RD | VIA CANTEBRIA | EL CAMINO REAL | 11300 N | 12900 | 12900 N | 10500 | 10500 |
| GARDEN VIEW RD | EL CAMINO REAL | WILLOWSRING DR | 10200 N | 11300 | 11300 N | 8400 | 8400 |
| LA COSTA AVE | COAST HWY 101 | VULCAN AVE | 8200 N | 8200 N | 8200 N | 8200 N | 8200 N |
| LA COSTA AVE | VULCAN AVE | INTERSTATE 5 SB RAMPS | 12100 N | 13300 | 13300 N | 11400 | 11400 |
| LAKE DR | SANTA FE DR | BIRMINGHAM DR | 5100 N | 5900 | 5900 N | 6000 | 6000 |
| LAKE DR | BIRMINGHAM DR | SEA VILLAGE PL | 2400 N | 2400 N | 2400 N | 2400 N | 2400 N |
| LEUCADIA BLVD | COAST HWY 101 | VULCAN AVE | 13200 N | 13200 N | 13200 N | 13200 | 13200 |
| LEUCADIA BLVD | VULCAN AVE | ORPHEUS AVE | 16900 N | 16100 | 16100 N | 15600 | 15600 |
| LEUCADIA BLVD | ORPHEUS AVE | INTERSTATE 5 | 24400 N | 24400 N | 24400 N | 24400 N | 24400 N |
| LEUCADIA BLVD | INTERSTATE 5 | SAXONY RD | 35300 N | 36700 | 36700 N | 36400 | 36400 |
| LEUCADIA BLVD | SAXONY RD | QUAIL GARDENS DR | 34300 N | 34300 N | 34300 N | 37400 | 37400 |
| LEUCADIA BLVD | QUAIL GARDENS DR | GARDEN VIEW RD | 34900 N | 39100 | 39100 N | 39800 | 39800 |
| LEUCADIA BLVD | GARDEN VIEW RD | TOWN CENTER PL | 28200 N | 28200 N | 28200 N | 28200 N | 28200 N |
| LEUCADIA BLVD | TOWN CENTER PL | EL CAMINO REAL | 29500 N | 29000 | 29000 N | 29000 | 29000 |
| LONE JACK RD | RANCHO SANTA FE | JACKIE LN | 6300 N | 7000 | 7000 N | 6200 | 6200 |
| MACKINNON AVE | SANTA RE DR | VILLA CARDIFF DR | 3900 N | 3900 N | 3900 N | 3900 N | 3900 N |
| MACKINNON AVE | VILLA CARDIFF DR | BIRMINGHAM DR | 1900 N | 1900 N | 1900 N | 1900 N | 1900 N |
| MANCHESTER AVE | SAN ELIJO AVE | INTERSTATE 5 | 7700 N | 7500 | 7500 N | 8800 | 8800 |
| MANCHESTER AVE | INTERSTATE 5 | EL CAMINO REAL | 26000 N | 27400 | 27400 N | 28800 | 28800 |
| MANCHESTER AVE | EL CAMINO REAL | ENCINITAS BLVD | 7400 N | 7500 | 7500 N | 8000 | 8000 |
| MELBA RD | NARDO RD | BALOUR DR | 4200 N | 4200 N | 4200 N | 4200 N | 4200 N |
| MELBA RD | BALOUR DR | CREST DR | 1800 N | 1800 N | 1800 N | 1800 N | 1800 N |
| MOUNTAIN VISTA DR | EL CAMINO REAL | WANDERING RD | 10900 N | 9100 | 9100 N | 9200 | 9200 |
| MOUNTAIN VISTA DR | WANDERING RD | VILLAGE PARK WAY | 6400 N | 6400 N | 6400 N | 6400 N | 6400 N |
| NARDO RD | REQUEZA ST | SANTA FE DR | 2900 N | 2900 N | 2900 N | 2900 N | 2900 N |
| OLIVENHAIN RD | EL CAMINO REAL | AMARGOSA DR | 38500 N | 46900 | 46900 N | 39500 | 39500 |

N = Link not counted in that year. Previous year's count carried forward.
 E = No actual count. ADT was estimated by the reporting jurisdiction.

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City of Encinitas

| <u>Primary Street</u> | <u>1st Cross Street</u> | <u>2nd Cross Street</u> | <u>Average Weekday Traffic Volumes</u> | | | | |
|-----------------------|------------------------------------|------------------------------------|--|-------------|-------------|-------------|-------------|
| | | | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| ORPHEUS AVE | VULCAN AVE | LEUCADIA BLVD | 2200 N | 2200 N | 2200 N | 2200 N | 2300 |
| PIRAEUS ST | LA COSTA AVE | OCEAN VIEW/I-5 RAMP | 2200 N | 2200 N | 2200 N | 2200 N | 2200 N |
| PIRAEUS ST | OCEAN VIEW/I-5 RAMP | LEUCADIA BLVD | 9700 N | 9700 N | 9700 N | 9700 N | 9000 |
| QUAIL GARDENS DR | UNION ST | ENCINITAS BLVD | 2100 N | 6300 | 6300 N | 6900 | 6900 |
| RANCHO SANTA FE RD | AVD LA POSTA/CALLE ACERVO | EL CAMINO DEL NORTE | 14800 N | 13700 | 13700 N | 14000 | 14000 |
| RANCHO SANTA FE RD | EL CAMINO DEL NORTE | ENCINITAS BLVD | 14300 N | 13400 | 13400 N | 14100 | 14100 |
| RANCHO SANTA FE RD | MANCHESTER AVE | EL MIRLO/LA BAJADA | 18400 N | 18100 | 18100 N | 17500 | 17500 |
| REGAL RD | REQUEZA ST | SANTA FE DR | 4500 N | 4500 N | 4500 N | 4500 N | 4500 N |
| REQUEZA ST | VULCAN AVE | REGAL RD | 3000 N | 2800 | 2800 N | 2700 | 2700 |
| REQUEZA ST | REGAL RD | NARDO RD | 5700 N | 5200 | 5200 N | 5200 N | 5200 N |
| SAN ELIJO AVE | SANTA FE DR | BIRMINGHAM DR | 7200 N | 8600 | 8600 N | 7800 | 7800 |
| SAN ELIJO AVE | BIRMINGHAM DR | CHESTERFIELD DR | 12600 N | 12100 | 12100 N | 11300 | 11300 |
| SAN ELIJO AVE | CHESTERFIELD DR | MANCHESTER AVE | 5400 N | 5400 N | 5400 N | 5400 N | 5400 N |
| SANTA FE DR | VULCAN AVE | RUBENSTEIN AVE | 9200 N | 9200 N | 9200 N | 8100 | 8100 |
| SANTA FE DR | RUBENSTEIN AVE | INTERSTATE 5 | 20700 N | 12700 | 12700 N | 12700 N | 12200 |
| SANTA FE DR | INTERSTATE 5 | NARDO RD | 18000 N | 16400 | 16400 N | 15700 | 15700 |
| SANTA FE DR | NARDO RD | BALOUR DR | 15800 N | 15800 N | 15800 N | 14800 | 14800 |
| SANTA FE DR | BALOUR DR | EL CAMINO REAL | 14600 N | 14900 | 14900 N | 14500 | 14500 |
| SAXONY RD | LA COSTA AVE | LEUCADIA BLVD | 2600 N | 3100 | 3100 N | 2800 | 2700 |
| SAXONY RD | LEUCADIA BLVD | ENCINITAS BLVD | 11500 N | 12200 | 12200 N | 9600 | 8400 |
| TOWN CENTER DR | LEUCADIA BLVD | VIA CANTEBRIA | 6000 N | 6000 N | 6000 N | 6000 N | 6000 N |
| TOWN CENTER DR | VIA CANTEBRIA | EL CAMINO REAL | 13200 N | 13200 N | 13200 N | 13200 N | 13200 N |
| VIA CANTEBRIA | TOWN CENTER DR | GARDEN VIEW RD | 8900 N | 8600 | 8600 N | 7300 | 7300 |
| VIA CANTEBRIA | GARDEN VIEW RD | VIA MONTORO | 14700 N | 13800 | 13800 N | 13400 | 13400 |
| VIA CANTEBRIA | VIA MONTORO | VIA MOLENA | 15800 N | 15800 N | 15800 N | 14200 | 14200 |
| VIA CANTEBRIA | VIA MOLENA | ENCINITAS BLVD | 16200 N | 16100 | 16100 N | 15200 | 15200 |
| VIA MOLENA | VIA CANTEBRIA | EL CAMINO REAL | 4700 N | 4700 N | 4700 N | 4700 N | 4700 N |
| VIA MONTORO | VIA CANTEBRIA | EL CAMINO REAL | 4500 N | 4500 N | 4500 N | 4500 N | 4500 N |
| VILLA CARDIFF | MACKINNON AVE | BIRMINGHAM DR | 4000 N | 4000 N | 4000 N | 4000 N | 4000 N |
| VILLAGE PARK WAY | MOUNTAIN VISTA DR | ENCINITAS BLVD | 6100 N | 11000 | 11000 N | 5900 | 5900 |

N = Link not counted in that year. Previous year's count carried forward.
 E = No actual count. ADT was estimated by the reporting jurisdiction.

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City of San Diego

| Primary Street | 1 st Cross Street | 2 nd Cross Street | Average Weekday Traffic Volumes | | | | |
|--------------------------|------------------------------|------------------------------|---------------------------------|---------|---------|---------|---------|
| | | | 2006 | 2007 | 2008 | 2009 | 2010 |
| KETTNER BLVD | A ST | C ST | 5700 N | 5700 N | 5700 E | 5700 E | 4600 |
| KETTNER BLVD | C ST | BROADWAY | 5100 N | 5100 N | 4600 | 4600 E | 5000 |
| KETTNER BLVD | BROADWAY | F ST | 3500 N | 3500 N | 3700 E | 3700 N | 4600 |
| KETTNER BLVD | F ST | G ST | 4000 N | 4000 N | 4000 E | 4000 E | 3900 |
| KETTNER BLVD | G ST | MARKET ST | 3000 N | 3000 N | 2700 | 3900 | 3900 N |
| KETTNER BLVD | MARKET ST | SEAPORT VILLAGE | 3000 N | 3000 N | 2700 | 2700 N | 5000 |
| KIOWA DR | MISSION TRAILS PARK | LAKE MURRAY BLVD | 3100 N | 3100 N | 4000 E | 4000 E | 7300 |
| KNOXVILLE ST | ILLION ST | MORENA BLVD | 6700 | 6700 N | 6700 E | 7300 E | 7300 |
| KURTZ ST | HANCOCK ST | CAMINO DEL RIO W | 6500 N | 6500 N | 6500 E | 6500 E | 3900 |
| KURTZ ST | CAMINO DEL RIO W | ROSECRANS ST | 4300 N | 4300 N | 3900 | 3900 E | 12700 |
| KURTZ ST | ROSECRANS ST | PACIFIC HWY | 10400 | 10400 N | 10400 E | 12700 E | 12700 N |
| LA CUENTA DR | CLAIREMONT MESA BLVD | TIERRASANTA BLVD | 5200 N | 5200 N | 4800 | 4800 E | 4500 |
| LA CUENTA DR | TIERRASANTA BLVD | LA CUENTA COURT | 4700 N | 4700 N | 4500 | 4500 E | 4500 |
| LA JOLLA BLVD | PROSPECT ST | PEARL ST | 8600 N | 8600 N | 6200 | 4500 E | 4500 N |
| LA JOLLA BLVD | PEARL ST | NAUTILUS ST | 27600 N | 27600 N | 27600 E | 27600 E | 27600 N |
| LA JOLLA BLVD | NAUTILUS ST | TURQUOISE ST | 22900 N | 22900 N | 22000 E | 22900 N | 22900 N |
| LA JOLLA BLVD | TURQUOISE ST | LORING ST | 18300 N | 18300 N | 18300 E | 19000 E | 7800 |
| LA JOLLA COLONY DR | INTERSTATE 5 | PALMILLA DR | 8300 N | 8300 N | 7800 | 7800 E | 8500 |
| LA JOLLA MESA DR | TURQUOISE ST | LINDA ROSA DR | 8000 N | 8000 N | 9100 E | 8300 E | 8300 N |
| LA JOLLA MESA DR | LINDA ROSA DR | LA JOLLA SCENIC DR (S) | 4800 | 4800 N | 4800 E | 4900 E | 2200 |
| L J MESA/E C TEATRO/MUIR | LA JOLLA SCENIC DR (S) | NAUTILUS ST | 2300 N | 2300 N | 2200 E | 2200 E | 2200 N |
| LA JOLLA PKWY | TORREY PINES RD | LA JOLLA SCENIC DR (N) | 61200 | 61200 N | 61200 E | 61200 N | 48100 |
| LA JOLLA PKWY | LA JOLLA SCENIC DR (N) | INTERSTATE 5 | 62200 N | 62200 N | 48100 | 48100 E | 48100 N |
| LA JOLLA SCENIC DR (N) | LA JOLLA PWKY | LA JOLLA VILLAGE DR | 5000 N | 5000 N | 7100 E | 5700 E | 3400 |
| LA JOLLA SCENIC DR (S) | LA JOLLA MESA DR | LA JOLLA RANCHO RD | 3900 N | 3900 N | 3400 | 3400 E | 6600 |
| LA JOLLA SCENIC DR (S) | LA JOLLA RANCHO RD | NAUTILUS ST | 5400 N | 5400 N | 5700 E | 5700 N | 14300 |
| LA JOLLA SCENIC DR (S) | NAUTILUS ST | SOLEDAD MOUNTAIN RD | 17100 | 17100 N | 17100 E | 14300 | 12400 |
| LA JOLLA SCENIC DR (S) | SOLEDAD MOUNTAIN RD | VIA CAPRI | 11800 N | 11800 N | 11800 E | 11800 E | 12100 E |
| LA JOLLA SHORES DR | NORTH TORREY PINES RD | TORREY PINES RD | 18700 N | 18700 N | 14000 E | 15400 E | 44600 |
| LA JOLLA VILLAGE DR | TORREY PINES RD | LA JOLLA SCENIC DR (N) | 40500 | 40500 N | 40500 E | 44600 | 47300 |

N = Link not counted in that year. Previous year's count carried forward.
 E = No actual count. ADT was estimated by the reporting jurisdiction.

TABLE A4
LOCAL STREET DAILY VEHICLE MILES OF TRAVEL (VMT)¹

| <u>Jurisdiction</u> | <u>2003 Distance Miles²</u> | <u>1999 VMT</u> | <u>2000 VMT</u> | <u>2001 VMT</u> | <u>2002 VMT</u> | <u>2003 VMT</u> | <u>2002-2003 Change</u> |
|---------------------|--|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------------|
| Carlsbad | 198 | 110,000 | 112,000 | 112,000 | 112,000 | 139,000 | 24.10% |
| Chula Vista | 295.4 | 179,000 | 198,000 | 197,000 | 196,000 | 207,000 | 5.60% |
| Coronado | 36.7 | 26,000 | 26,000 | 26,000 | 26,000 | 26,000 | 0.00% |
| Del Mar | 17.1 | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 | 0.00% |
| El Cajon | 134.8 | 92,000 | 92,000 | 92,000 | 94,000 | 94,000 | 0.00% |
| Encinitas | 104.9 | 80,000 | 76,000 | 76,000 | 76,000 | 73,000 | -3.90% |
| Escondido | 175.9 | 122,000 | 122,000 | 122,000 | 122,000 | 123,000 | 0.80% |
| Imperial Beach | 34.8 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 0.00% |
| La Mesa | 106.8 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 0.00% |
| Lemon Grove | 45.7 | 32,000 | 32,000 | 32,000 | 32,000 | 32,000 | 0.00% |
| National City | 61.8 | 43,000 | 43,000 | 43,000 | 43,000 | 43,000 | 0.00% |
| Oceanside | 293.9 | 203,000 | 206,000 | 206,000 | 206,000 | 206,000 | 0.00% |
| Poway | 141 | 80,000 | 81,000 | 81,000 | 81,000 | 99,000 | 22.20% |
| City of San Diego | 1,897.80 | 1,423,000 | 1,338,000 | 1,337,000 | 1,330,000 | 1,328,000 | -0.20% |
| County of San Diego | 1,050.50 | 735,000 | 741,000 | 741,000 | 741,000 | 735,000 | -0.80% |
| San Marcos | 71.7 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 0.00% |
| Santee | 92.8 | 61,000 | 63,000 | 63,000 | 63,000 | 65,000 | 3.20% |
| Solana Beach | 40.4 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 0.00% |
| Vista | 193.8 | 78,000 | 78,000 | 78,000 | 78,000 | 136,000 | 74.40% |
| Total Region | 4,993.8 | 3,453,000 | 3,397,000 | 3,395,000 | 3,389,000 | 3,495,000 | 3.10% |

Sources: 2003 Traffic counts used to produce 2004 Traffic Flow Map

¹ For local streets, a rough traffic volume of 700 vehicles per day was estimated.

² Road and Street Mileage Reports

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VMT = Vehicle Miles of Travel
= roadway segment miles x its average daily trips

James K. Eckmann
W. Ocean View Avenue
Del Mar, CA 92014

RECEIVED

APR 30 2012

City of Del Mar
Planning Department

April 27, 2012

Office of the Mayor
City of Del Mar
1050 Camino del Mar
Del Mar, CA 92014

Re: Comment to Village Specific Plan

Dear Mayor Hilliard:

This Comment is supportive of the VSP and at the same time raises an issue for further effort, namely, the Floor Area Ratio in the VSP. This letter is filed as a "placeholder" so that the following issue is not overlooked as we go forward.

Although filing as a private citizen, this Comment is based on information learned at the Finance Committee meeting on April 24th concerning the likelihood, or lack, that a developer or owner would be adequately incentivized to improve commercial property with an FAR of 1.00. The presenter, an experienced commercial real estate developer, said that at the threshold of any project such developer needs to see on the pro forma work-ups a Return on Investment ("ROI") of least 10%. A highly experienced commercial broker has separately confirmed that, saying the ROI should be "12%." I am a member of that Committee.

We learned at that meeting an FAR of 1.00 will not yield an adequate ROI so as to bring about private development. A sample property adjacent to Starbucks was used as support. Those documents are attached. It is understood those documents were filed publicly in connection with an earlier planning issue.

As can be seen, development of that property becomes commercially viable at an FAR of 1.23 or higher. There are other aspects of viability set forth in that example including "in lieu" fees instead of on-site parking (which fees can be used to fund parking facilities) and height issues as well.

There is no adequate data or other studies set forth in the VSP to show an FAR of 1.00 will incentivize landowners and developers to improve Village properties.

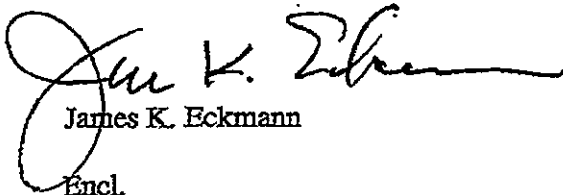
Del Mar will need to be competitive with other opportunities landowners and developers have in that industry and if a market rate ROI cannot be achieved then

three of the eight objectives of the VSP having to do with revitalizing commercial activities and structures simply will not occur. We can adopt the VSP, but developers won't come.

It is my understanding the Planning Department will be exploring this aspect of the FAR issue further. It does not appear to be addressed thus far in the VSP.

Thank you for your attention to this aspect of a Plan I favor.

Very truly yours,



James K. Eckmann

Encl.

Del Mar Finance Committee (FC) Case Study: Proposed FC zoning changes (vs. existing or other new zoning proposed) based on economic viability.

Lot Size: 19,178 Sq. Ft.

Existing Under developed Developer Old Study Under amended rules Finance Com. Study Under proposed rules

| Existing Site | Sq. Footage | Rent |
|-------------------|-------------|-----------------------|
| Existing Building | | |
| Retail | 5015 | \$ 4.30 \$ 268,771.00 |
| NOI: | | \$ 258,771.00 NOI |

| Old Dev. Study | Sq. Footage | Rent | NOI |
|----------------|-------------|---------|-------------------|
| Retail | 7,000 | \$ 4.25 | \$ 357,000.00 |
| Office | 6,800 | \$ 3.50 | \$ 273,000.00 |
| | 13,800 | | \$ 630,000.00 NOI |

| New FC Study | Sq. Footage | Rent | NOI |
|--------------|-------------|---------|-------------------|
| Retail | 11,520 | \$ 4.25 | \$ 687,520.00 |
| Office | 6,150 | \$ 3.50 | \$ 259,300.00 |
| Condo | 5,950 | | |
| | 23,620 | | \$ 946,820.00 NOI |

| FAR: | 25% | 70% | 123% | Parking |
|-------------------------------------|-------------------------|-----------------|------------------|------------------|
| Height | 15 ft | 25 ft | 32 ft | 34 |
| Parking | | 46 | 20 | 9 |
| | | | | 53 Total |
| Construction Cost: | | | | |
| Building Shell (Retail) | \$ 250.00 Per Foot | \$ 1,750,000.00 | \$ 2,880,000.00 | |
| Building Shell (Office) | \$ 250.00 Per Foot | \$ 1,625,000.00 | \$ 1,537,500.00 | |
| Parking | \$35,000.00 per stall | \$ 1,575,000.00 | \$ 700,000.00 | |
| Parking mitigation offsets | \$20,000.00 per stall | \$ - | \$ 880,000.00 | City gets this. |
| Cost of Construction Condos | \$ 425.00 Per Foot | \$ - | \$ 2,528,750.00 | |
| | | \$ 4,950,000.00 | \$ 8,326,250.00 | |
| Soft Costs | 20% Hard costs | \$ 990,000.00 | \$ 1,665,250.00 | |
| Permits | | \$ 100,000.00 | \$ 140,000.00 | |
| | | \$ 6,040,000.00 | \$ 10,131,500.00 | |
| Developer Fee, G&A | 7% | \$ 422,800.00 | \$ 709,205.00 | |
| Total Cost of Construction | | \$ 6,462,800.00 | \$ 10,840,705.00 | |
| Offset Reduction for Condo Proceeds | | | \$ 6,412,500.00 | |
| Value | 8% Cap Rate | \$ 3,234,637.50 | \$ 7,875,000.00 | \$ 10,672,750.00 |
| Land: | \$ 168.55 Cost per foot | \$ 3,234,637.50 | \$ 3,234,637.50 | \$ 3,234,637.50 |
| Cost To Build: | | \$ 6,462,800.00 | \$ 4,428,205.00 | \$ 7,682,842.50 |
| | | \$ 3,234,637.50 | \$ 8,697,437.50 | \$ 7,682,842.50 |
| Return on cost: | | NA | 6.50% | 11.94% |

Profit: (Assuming Condo Sales Risk & Carry by Developer) 0 \$ (1,822,438) \$ 2,909,908

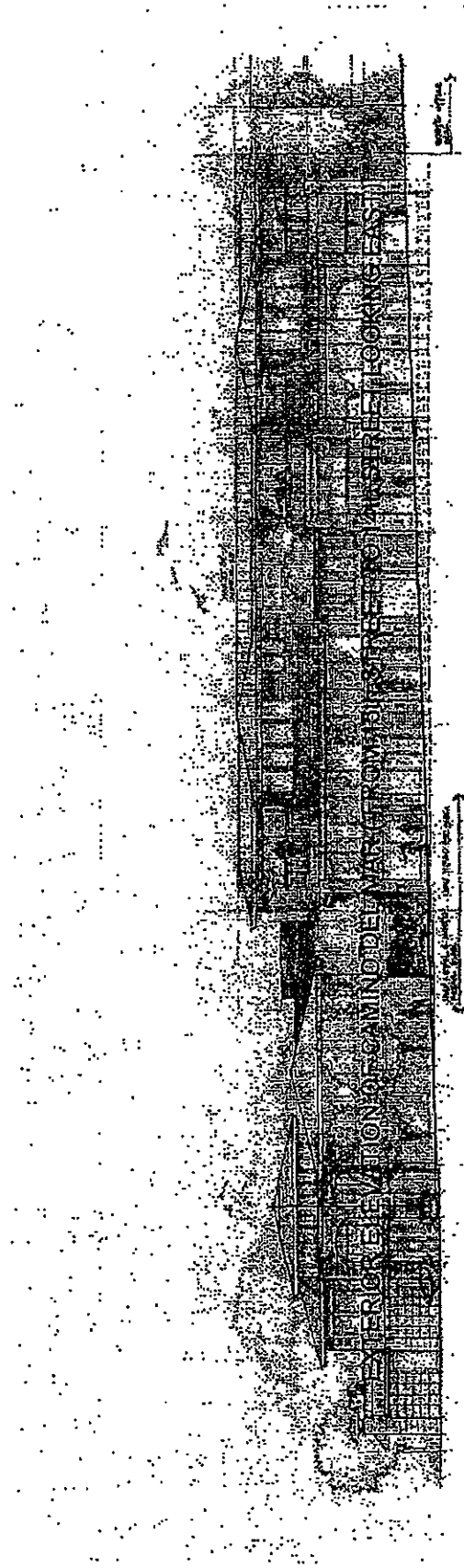
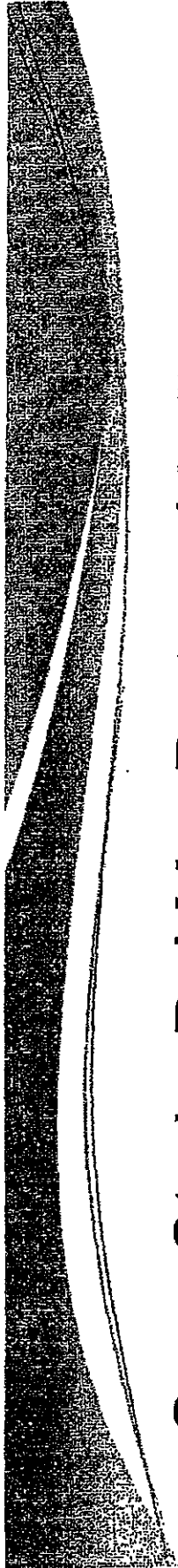
PAGE 3 OF 8

PRICE List Condo Penthouse , Del Mar 14/15 st Project

| | Square Footage | Price per Unit | price per foot |
|-----------|----------------|-----------------|-------------------|
| A | 2,050 | \$ 2,350,000.00 | \$ 1,146.34 |
| B | 1,600 | \$ 1,800,000.00 | \$ 1,125.00 |
| C | 2,300 | \$ 2,600,000.00 | \$ 1,130.43 |
| <hr/> | | | |
| Total: | 5,950 | \$ 6,750,000.00 | |
| <hr/> | | | |
| Less Sale | 0.05 | \$ 337,500.00 | |
| <hr/> | | | |
| | | \$ 6,412,500.00 | |

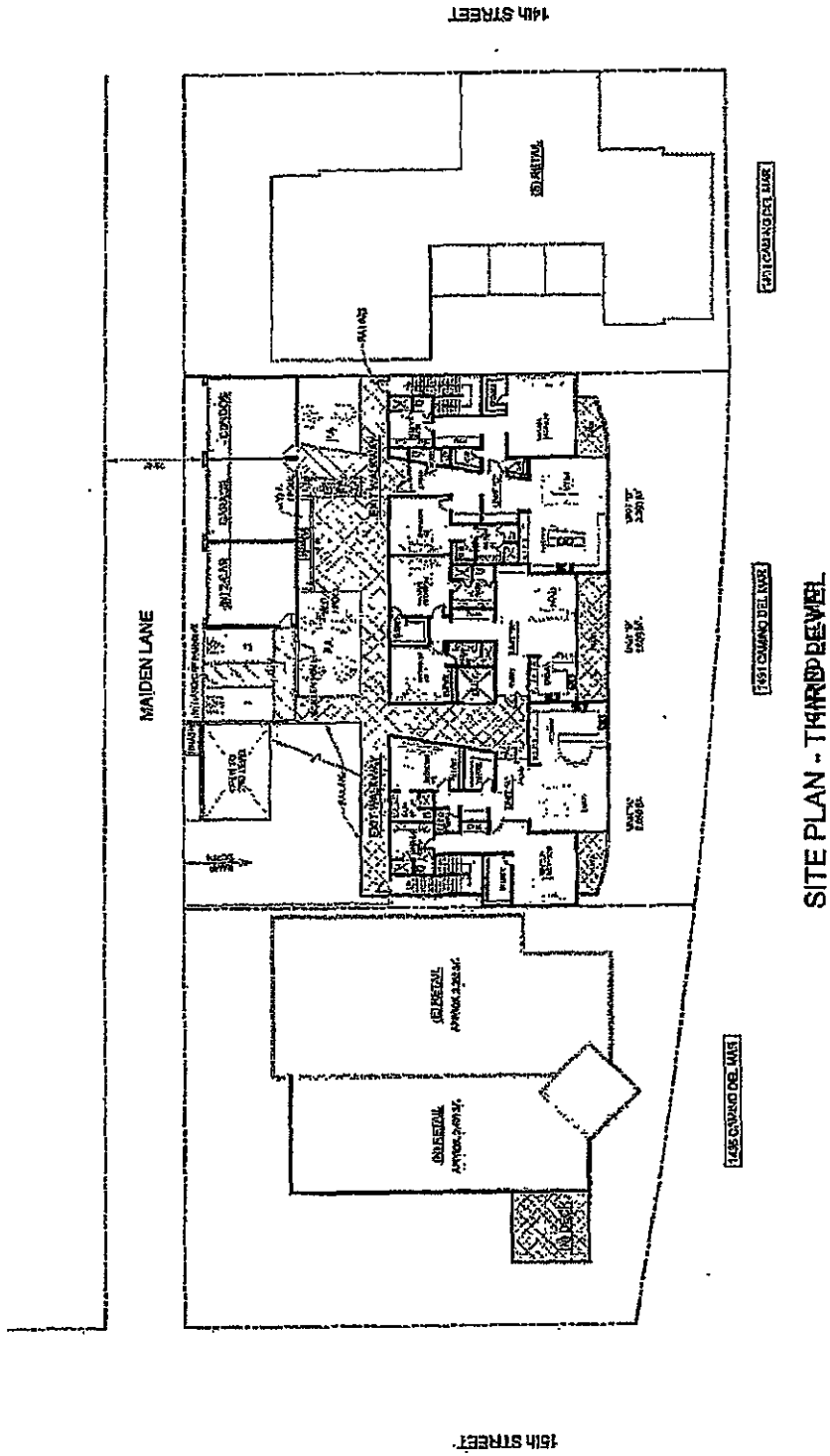
PAGE 4 OF 8

Case Study: Del Mar Partnership Property at 1450 Camino Del Mar



Case Study: Del Mar Partnership Property

at 1450 Camino Del Mar



Dr G Richard Wheelock MD
Richard Wheelock Jr
Carolina Rd
Del Mar, Ca. 92014

RECEIVED

APR 30 2012

City of Del Mar
Planning Department

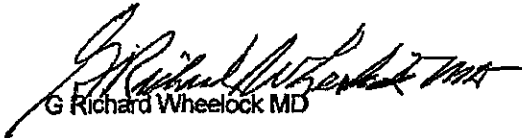
April 29, 2012

City of Del Mar
Del Mar Ca.


To Whom it May Concern,

Having been commercial property owners and participants in the business community in the City of Del Mar for more than 50 years, we have experienced first hand the many changes that have occurred. Some of these changes have been good and some, well, not so good. One of the biggest mistakes that can be made is to have change without a framework for success.

We are in support of the Village Specific Plan. The Plan gives the City of Del Mar the framework for real and productive change by enabling the village section of our city to grow in a responsible way. The Village Specific Plan covers a lot of ground. Most everyone will be able to find something in the Plan that they do not like, and perhaps focus on. The hope will be that individuals will look beyond a particular negative impact the plan may have on them and instead look to the plan for its overall impact upon the entire community. Del Mar is in need of revitalization. We feel that the Village Specific Plan points our city in a forward moving direction to create a vibrant core in our city.


G Richard Wheelock MD

Richard Wheelock Jr.



Subject:

FW: Village Specific Plan

From: Frank Chisari

Sent: Monday, April 30, 2012 4:39 PM

To: Planning Mail Box

Cc: Linda Chisari

Subject: Village Specific Plan

Dear Ms Garcia:

I'm writing about the possible narrowing of Camino Del Mar and installation of roundabouts with the intent of improving traffic flow through town and making Del Mar a more walkable village. I fully support those intentions but I am concerned that if, contrary to predictions, traffic worsens instead of improves, spillover and cut through traffic will flow onto Luneta, Stratford, Via Alta and Crest, transferring the traffic burden from our main thoroughfare to our residential streets. Even if traffic flow improves on CDM, the change in configuration will stimulate through-town drivers who aren't aware of the improvement (e.g. out of town Fair and Racetrack visitors) to take side streets anyway.

The traffic-calming options are stop signs, speed bumps, and chicanes, none of which will prevent drivers from taking side streets, even if it lengthens the drive-time. The residential side streets are lovely, so the drive will be more pleasant. Also, it's make up the time by speeding on the side streets since enforcement is virtually nil. Moreover, each of those options has vocal opponents in Del Mar which will make it difficult if not impossible to reach a consensus. Posting no left turn and no right turn signs on CDM during high traffic time will be resisted by local residents and will only work if enforced in our town where enforcement is almost nonexistent.

I understand that you have suggested that traffic calming devices could be installed on residential streets if spillover is detected. I shudder at that idea given the polarizing experience of the residents of the Crest – Via Alta corridor leading up to the installation of chicanes with the intent of discouraging cut through traffic volume and speed ... a solution that was poorly planned, manipulated politically, pit neighbor against neighbor, and has failed.

If, despite the Crest-Via Alta experience, the Council decides to explore the impact of the narrowing of CDM and the installation of roundabouts, I strongly encourage the Planning Department to recommend the following course of action to the Council:

1. That the City should monitor traffic in both directions on CDM and its tributaries, as well as Stratford, Luneta, Via Alta and Crest at least 3 times before and 3 times after temporary narrowing and temporary installation of roundabouts.
2. That the traffic study be designed so that statistically valid measurements can be made.
3. That the City should agree to not make the CDM modifications permanent if the traffic increases by a statistically significant (p value <0.01) degree on its tributaries or on Stratford, Luneta, Via Alta or Crest.
4. That nothing be done that would lead the various GPS Navigation Systems in San Diego to identify CDM as one lane in each direction or that will identify its tributaries or Stratford, Luneta, Via Alta or Crest as alternative routes to CDM.

Let's not burden the bike-riding kids and dog-walking seniors on our residential streets with out of town traffic that belongs on Camino Del Mar.

Thank you for considering this request. I look forward to hearing from you about these ideas.

Sincerely,

Frank Chisari
Crest Road

Subject:

FW: Village Specific Plan comments

-----Original Message-----

From: Anna Scipione
Sent: Tuesday, May 01, 2012 12:30 AM
To: Planning Mail Box
Subject: Village Specific Plan comments

Hi,
The city web page said to send comments on the specific plan here. So I thought I'd send some.
I live at Amphitheatre in Del Mar.

I have concerns about the plan and pedestrian safety, bicycle safety, lack of parking, and more traffic on surrounding roads. The village plan seems to want to make slow, continuous traffic on Camino Del Mar.

Your Draft plan document already points out that right now, "at 12th and 14th Streets, the crossings are 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".

When there are roundabouts, the traffic will never have any reason to stop in town, and already cars don't stop for the flashing pedestrian crossings. Safety for pedestrians crossing the highway seems to be completely ignored by the plan. Just because the width of the road is smaller, people still have to dash out into traffic that does not want to stop. Human/car conflicts seem like they will be continuously occurring.

It seems to be that crossing at the roundabouts will be even worse. Drivers will be distracted by turning and other cars in the roundabout and not looking for pedestrians on the far side. They will be accelerating to get away from the round part, right into pedestrians. Even with stop signs at 11th street where I have to cross with my dog to get to the ocean, cars barely stop at the stop signs. They're never going to stop for us with roundabouts.

Diagonal parking is a nightmare for seeing bicyclists. No one backing out in a sedan next to a minivan or SUV will be able to see a bicyclist coming until it's too late. Plus I fail to see where the person backing out is going to back out to, except either into the bike lane or the never-stopping traffic.

The draft plan seems to indicate that parking is moderately available near 12th street but harder to find near 15th. That already points out that even with not enough parking in town, people are too lazy for the "park once" concept. People don't want to walk 3 blocks to get where they're going.

I pretty much fail to see how the city is going to pry parking spaces from the hands of the private owners. The liability for those owners if the public parks in their space and the lawsuits that could arise from someone slipping in a puddle or tripping in the dark seems like a huge burden on the tiny shops and offices in town. The village plan seems to rely on these private spaces for the majority of the parking problem resolution. That just doesn't seem business owner friendly.

As a home owner on Amphitheatre, which is one of the bypass streets for the city (which was not one of the timed routes used in the documents, but could be, as there are only 3 stop signs between the intersections of Del Mar Heights and Crest and Camino Del Mar and 15th st (only 2 stop signs when going south), I fear the side road traffic increase that the roundabouts with single traffic lanes will cause. I would way rather have the 4 traffic lights that the study showed

would carry the most amount of traffic through town. And make it safer for pedestrians to cross the street. Cars are controlled.

Pedestrians are controlled. Much safer. and my side road is quieter.

I do like the continuous sidewalk. and the parking structure at City Hall. I wish you'd make friends with the fairgrounds and use their parking and make it safe and walkable to get there from town. or put in a shuttle. or a trolley car. something cute.

The plan doesn't even mention what happens north of 15th street for traffic. The whole single lane, roundabout design at 15th and to the north seems like it will be a nightmare during racing season. Drunk people staggering about the roundabout at closing time for JimmyO's in the summer... Not going to be pretty.

I'd vote for more signal lights, more lanes, more control.

Someone did a lot of work on that plan. Sorry I don't like most of it.

Anna

Subject: FW: Upcoming Village Specific Plan Events

To: City of Del Mar

Re: Input on Draft Village Specific Plan

Date: May 1, 2012

As a resident homeowner in Del Mar for forty years I have been periodically and actively involved in the issues of development in our town. This has included participating in the Del Mar 2000 workshops in 1980 and the Del Mar 2020 in 2000. I also was hired by SANDAG in 1978 to organize and do the technical analysis of Offshore Oil Lease Sale 48, which successfully prevented San Diego offshore oil development, including the Del Mar coastline.

Like so many Del Mar residents, who have watched the continued development of North County cities on both sides of I-5, it has been a relief that our town has resisted those pressures and maintained the small-town, peaceful, ambience that we all love and that draws visitors.

I have participated in some of the recent meetings on the Draft Village Specific Plan and reviewed parts of it. I am thus, duly concerned by the revisions being proposed and have expressed them at a town meeting in February. As I have discussed the Plan with neighbors and considered it more fully, it has only increased my level of concerns, including:

- (1) What is the real benefit of increasing the higher building commercial profile on Camino Del Mar (CDM)? Does the City and local businesses truly believe that it will generate more revenues by adding more height? And what is the actual basis for assuming that? What statistically valid surveys and studies have been done in the greater San Diego community and of out of town tourists to indicate this might be effective for downtown businesses, especially when we have seen so many small businesses fail over the last decades (especially at the southern end towards 9th St and CDM).
- (2) How will the height increase affect resident's ocean views all along CDM?
- (3) The potential redevelopment of building heights along CDM will cause extensive disruptions with no clear cost-benefits for the smaller businesses. In fact, many present tenants may be displaced as landlords look to increase their lease incomes with the greater square footage created by the Plan.
- (4) Who will occupy these new spaces? Will they be the kind of retail stores that make Del Mar attractive? Will they be the mass-branded retail stores that could be anywhere and do not add to our town's uniqueness? Will they be non-descript office tenants who add less value to our community (and City coffers) to mainly benefit the building owners?
- (5) Just how will Del Mar's unique and "quaint" downtown atmosphere be preserved or enhanced with this Plan? And how will the residents be able to ensure this?
- (6) The north-south round-a-bouts, with the downsizing of the road to one lane in each direction, pose other serious concerns. As I-5 traffic has gotten worse over the years, Camino Del Mar has been a by-pass for commuters going north and created the "wall of steel" that now often starts on Wednesday, often at 2pm. How will the round-a-bouts and two lanes prevent commuters from taking the side streets as they have done in the past? Will there be more CHP to monitor and give fines? How do we know that they will truly deter North

County commuters looking for an alternative route? The La Jolla/Bird Rock round-a-bouts traffic arguments are not equivalent, as I-5 is too far from the PB/LJ coast road to pull traffic the way CDM does.

(7) To what degree has the City taken into account the massive One Paseo development project on Del Mar Heights Road north of I-5 and its impact on the City? The proposed 1.85 million square foot project, which is already being opposed by many Carmel Valley residents, will only add to traffic pressures, air pollution, and other associated stresses for Del Mar residents. Has the City hired consultants to look at these cumulative impacts with the proposed Draft Village Specific Plan? Will they be addressed as part of the total assessment of the Plan to the community before the vote? They should be!

(8) As the US economy is still in the doldrums, and may be for some time, how can we assess whether this development will benefit the current retail stores with all the construction disruption of redoing CDM and/or raising roof heights? The failed development on CDM btwn 9th and 10th streets has already shown some of these pitfalls.

I must conclude from these concerns that, until they can be adequately addressed and voted on by the community, that my wife and I find it difficult to support the current proposed plan. I would suggest that there are other options that are less disruptive to the special character of Del Mar, and should be discussed by the community (along with many other creative ideas from residents), for example:

- (1) Create more parking spaces.
- (2) Bring the southern end retail from 9th Street north, so that it is more closely integrated into the 13-15th St. active commercial area.
- (3) Develop an integrated CDM look-and-feel street ambience, like in Encinitas that has been so successful.
- (4) Develop a viable plan (with costs) for the City Hall property that integrates government use along with other mixed retail and residential uses. Then put that out for interest/bids from developers.

This would help join the north and south parts of CDM and create an interesting town experience for visitors and residents alike. It could also generate revenues for the City.

- (5) Determine how the ball field/playground and Winston School property can be integrated into a larger CDM development plan.
- (6) Provide real sidewalks on the west side of CDM, south of 11th St.
- (7) Offer incentives to landlords so that there can be more cafes and/or restaurants that seem to thrive better than other kinds of retail at the southern end of town.

Del Mar will always be a small town with a small downtown. That is what has preserved its beauty and prevented overdevelopment. The Plaza and Auberge were the last big debates over downtown development and use (other than 9th Street project that failed to get off the ground with the economic meltdown of 2008).

The long-term, cost-benefit of significantly altering the downtown requires greater and more careful analysis. City government should be taking an objective view, through surveys and expert consultant input, to present what options will most benefit the community for debate and vote. We must ensure that Del Mar's exceptional small town atmosphere is preserved in ways that benefit local retail interests but not at the expense of our community's historically, irreplaceable character.

Sincerely yours,
Payson R. Stevens
Kamal K. Kapur
7th Street
Del Mar, CA 92014

VILLAGE SPECIFIC PLAN STRATEGY RECOMMENDATIONS
FOR IMPROVING THE OPPORTUNITY FOR A FAVORABLE
PUBLIC VOTE BASED ON A PROCESS TO INCORPORATE
PROPOSED REVISIONS INTO THE PLAN

RECEIVED
MAY 1 2012
City of Del Mar
Planning Department

Dwight Worden; Bud Emerson, Dave Druker

Purpose. The city is proposing a Specific Plan for downtown that would make significant changes to the development rules governing downtown. The draft Specific Plan and accompanying EIR are under review. Considerable divergence of opinion about the merits of the proposed Specific Plan has emerged. Some community leaders believe the plan is heading for defeat at the proposed November public ballot, as currently proposed. Under the circumstances, an effort has been made to identify changes to the Specific Plan that would improve it and increase its chances of garnering community support and of passing with a favorable vote on the ballot. What follows is a brief outline of the strategy to incorporate these changes into the plan with a deal points outline of what the focus of the changes would be.

STRATEGY. Given the complexity of the Specific Plan and the level of discomfort with it in the community, and the likely hyper-partisan Nov. 2012 election, it is proposed that more time be taken to review, revise, and improve the Specific Plan so it can be improved and placed on a "calmer" ballot, perhaps in the March-June 2013 time frame. It is believed that pushing the matter to vote in November 2012 is too ambitious and likely to lead to defeat of the plan. Accordingly, the proposed strategy is to reschedule the public ballot for a future date and to use the additional time to discuss, refine, and incorporate revisions into the Specific Plan covering the deal points set out below [Not to re-open the entire Plan].

It is suggested that the Council create a citizens ad hoc advisory committee to work with Planning to identify plan modifications likely to garner wider support focusing on the deal points below. The committee should include a good cross section of the community, including opponents, skeptics, supporters, and nearby neighbors (This process proved effective in gaining strong community support in the Garden project which passed at the ballot with 80+% of the vote.)

DEAL POINTS

1. **Financing Plan.** A financing plan needs to be developed and publicly vetted before the Specific Plan is submitted to the voters. The financing plan should address:

(A) How the economic benefits and burdens of the Specific Plan will be equitably shared between the principle stakeholder groups of (1) the affected business landowners (2) the city in its governmental capacity (3) the residents who live in Del Mar and (4) Del Mar taxpayers.

(B) How the public improvements called for by the Specific Plan will be financed and paid for.

(C) What exactions and fees will be charged for permit issuance for development pursuant to the Specific Plan, how those funds will be expended, and what improvements, exactions and dedications will be required as a condition of development.

(D) What the best estimates are of increased revenues flowing to the city from implementation of the Specific Plan (from property taxes, sales taxes, business license fees, parking fees, and any other revenue sources).

(E) What the best estimates are of increased costs flowing to the city from implementation of the Specific Plan (for capital improvements and for service provision including police, fire, maintenance, planning department, etc).

(F) What the best estimates are of the impacts to property values, both to properties within the Specific Plan area and to properties in adjoining neighborhoods, from implementation of the Specific Plan.

(G) An economic analysis of the financial needs and constraints of redeveloping under the Specific Plan, both for the private owners and for the city, to validate and justify that the FAR, height, and other development changes are needed to achieve the plan goals, that these goals can be feasibly achieved, and that the proposed changes to allow more intensive development are set at appropriate levels to successfully implement the Plan without allowing for more, or less, development than needed.

(H) Any other financial information that an informed voter would want to know in casting a ballot on the Specific Plan.

2. **A Phasing Plan**. A phasing plan to set out the timelines and parameters for redevelopment of the downtown needs to be included in the Specific Plan. The phasing plan should cover the pacing and location of redevelopment (including the residential units) and of the provision of public improvements and amenities, assuring that public improvements and amenities are brought on-line in a timely manner as redevelopment occurs. Investigate the idea of focusing on two or three blocks in the initial phase, allowing us to learn how the changes impact both downtown and nearby neighborhoods. Changes in subsequent phases could be implemented using what we learn from the first phase.

3. **Neighborhood Protection Measures**. The Specific Plan needs to include more provisions identifying what the needs and goals of the community are in implementing the Specific Plan. This may require more community discussion to identify precisely what the full scope of these needs and goals is. For each identified need and goal the Specific Plan must set out an implementation strategy for how that need and goal will be pursued and achieved. At minimum, the Specific Plan shall identify those areas impacted by traffic, parking, views, or other impacts arising out of the Specific Plan and how those impacts will be mitigated. Included shall be:

(1) Control of potential spill over traffic and parking from the Specific Plan area into adjoining neighborhoods and the community at large.

(2) Control of noise, light, shading, delivery and service vehicles, trash and recyclables handling, pedestrians walking through residential areas after restaurant closing hours, and other forms of spillover impacts.

(3) Programs for managing parking, including consideration of neighborhood parking permit programs and management of employee parking, to protect adjoining neighborhoods from spillover parking impacts.

(4) Programs for protecting the property values of adjoining neighborhoods.

(5) The establishment of thresholds for each of these impacted areas with identification of mitigation measures that will be imposed if the thresholds are exceeded so that the community can be assured that problems will be addressed if and when they arise.

(6) Provisions to ensure that these basic neighborhood protections cannot be waived or reduced by the city council or other city bodies or staff.

4. **Fourth Street and 15th Street Transitions.** Implement a transition plan to effectively, and attractively, narrow to one lane between 4th and 9th and north of 15th--demonstrate that these transition areas moving from two lanes to one lane will work, including for accessing side streets, and not just jam up at peak flow.

5. **Mixed Use Housing.** Identification of the precise number, size, and location of proposed residential units in the Specific Plan area. Provisions requiring that, where allowed, second stories on the west side of Camino Del Mar must be committed to residential uses except for exceptional circumstances and must undergo full DRB design and view review. Provisions setting forth incentives for location of residential units in desired locations. Consideration of provisions to allow other (non-residential and/or new second story) development but only on a case by case discretionary basis where specified criteria achieving desired community goals are met. Consider FAR incentives (up to a base FAR of .75 with the ability to go to 1.25).

6. **Incentives For Local Serving Commercial.** Provisions shall be added to the Specific Plan identifying the types of local serving commercial that the community desires, and building incentives into the plan to encourage these uses. Consider FAR incentives (up to a base FAR of .75 with the ability to go to 1.25).or other benefits to encourage these desired uses .

7. **Parking Structure On The Church Property.** The Specific Plan shall allow the opportunity for a well designed and planned parking structure to be located on the church property across 15th street from the plaza.

8. **Measure B.** Measure B shall remain on the books and Measure B votes will be required

for any future projects that do not conform to a voter approved Specific Plan. Projects that implement and conform to a voter approved Specific Plan do not require an additional vote, provided that provisions shall be added to the Specific Plan to allow for a public vote on projects larger (in lot size or floor area) than the Measure B thresholds even where they comply with the voter approved VSP when petitions are signed by a specified number of concerned citizens or when a public vote is deemed appropriate by a super majority vote of the city council.

9. **Height On West Of CDM**. Revise height allowed as a matter of right down from 26 and 30 feet as proposed in the current draft VSP, to 14 feet by right with the discretionary ability, where specified community goals are met, to go higher: up 4 feet for architectural and articulation purposes or up to 26 feet for a second story where specified community goals are met. Avoiding wall/canyon effect, retaining architectural diversity and interest, preserving view corridors, and accommodating 2nd story residential in specific locations, are the goals. Option to consider: Existing 2nd stories can remain and if they go residential would become conforming.

10. **Outreach Re Impacts Of CDM Going From 4 Lanes To 2 Lanes**. Undertake additional outreach efforts to engage, inform, and educate as much of the community as possible on the reasons for the proposal to reduce CDM from 4 lanes to 2 lanes (one in each direction), how that change will impact traffic flow, parking, the ambiance of downtown, and most importantly how it will impact adjoining neighborhoods and the rest of the community. For example, how will the change affect residents traveling to and from work, to visit friends across town, to visit downtown, and how will it affect traffic flow on residential streets?

Subject:

FW: EIR response

From: james emerson

Date: May 2, 2012 9:07:45 PM PDT

To: "Kathleen A. Garcia"

Subject: EIR response

Reply-To: james emerson

1. I would like the EIR to include stronger mitigations regarding negative impacts on nearby neighborhoods. Both diversion and calming measures should be guaranteed in the plan, not based on measurements after the plan is approved.
2. I would like to see the EIR consider another alternative: lower height limits on the west side.
3. I would like to see the plan limit and specify which properties on the west side can be allowed second stories. Two stories all along the west side would create too much of an imposing facade on the character of the pedestrian space in front.
4. Thirty feet on the west side is too high.
5. Stop light on 15th will interrupt the smooth flow of the two lane roundabout plan.
6. How can pedestrian and neighborhood car access to CDM and roundabouts be made easier?
7. What measures can implemented to discourage through traffic from diverting to neighboring streets?
8. Include more incentives for cafe/B&B uses such as Cafe Secret. This use would attract more visitors from the science and academic areas south of us. This use would decrease auto traffic and increase revenue to city (TOT).

Bud Emerson

From: Planning Mail Box
Subject: FW: Village Specific Plan EIR

From: Barbara Stegman
Sent: Wednesday, May 02, 2012 5:06 PM
To: Planning Mail Box
Subject: Village Specific Plan EIR

Thank you for this opportunity to respond to the DEIR. I am particularly concerned with the traffic analysis which I find to be deficient in several areas

First, and foremost, the analysis only considered traffic at the least busy times of the year (April, October and November), completely ignoring the fact that Del Mar has distinct traffic seasons, as pointed out by the tables presented in the addendum to the letter submitted by the 22nd Agricultural District dated January 23, 2012. While traffic studies cannot be expected to mitigate for a unique peak day (e.g. July 4th), that is not the same as ignoring a condition that exists for something like 100 days, or more, each year in Del Mar.

Therefore, this EIR needs to examine the effect of increased "summer" traffic volumes on Camino del Mar and other affected streets. In particular, what will happen at the 15th Street intersection? Will the traffic circles be able to handle the increased traffic volume along with increased pedestrian and bicycle traffic? If not, what mitigation measures, if any, are suggested?

Because a significant portion of the seasonally increased traffic volume is generated by the Ag. District, the junction where Jimmy Durante Blvd. joins south bound Camino del Mar should be evaluated to determine how, if, it will function when (if) traffic backs up from the traffic circle at 15th Street. While Stratford and Crest are often cited as possible suffering from the proposed lane narrowing, Jimmy Durante Blvd is often highly impacted by traffic on Camino, making it impossible for residents and business workers to go anywhere at all!

Bicycle traffic needs to be studied beyond the simple statement that Del Mar has bike lanes. While I assume that the counts provided for bicycles on Camino del Mar are also off-season, they still represent a significant number of riders, and their safety needs to be considered at traffic circles where drivers veer in and out of the pattern at various points. How do cyclists navigate busy circles where the traffic never stops?

Pedestrian traffic also needs to be considered. As I understand it, pedestrians will have the right-of-way as crosswalks will have pedestrian activated signals. Considering the crosswalk locations, won't stopping traffic for them back up traffic into the just-passed traffic circle?

Camino del Mar is frequently host to delivery trucks which generally stop in a combination of the bicycle and curb-most traffic lanes. What will happen to them under the proposed single-lane design? They are certainly wider than the designed 6 foot bike lane, and therefore would impact (block?) the only traffic lane. Are spaces to be set aside for them, as is proposed for buses? If so, how does that affect the available parking spaces count?

Because this project has been designed so that only a few of its potential traffic-related aspects can be analyzed here, it is important that it be done right. There will be future studies relating to proposed garages and revamped Specific Plans that will need to build on it.

Barbara Stegman
Oribia Road

PAGE 2 OF 2

RECEIVED

By PLANNING DEPARTMENT at 11:35 am, May 03, 2012

To: Kathy Garcia
From: Rick Ehrenfeld
Re: City Hall lot - EIR and VSP shadow study

I am concerned that the shadow study's conclusions may not be applicable to the City Hall lot. The City Hall lot differs from the modeled properties in the following ways.

- 1) There is no alley between the City Hall lot and the adjoining residences. This alley adds to the distance between the commercial buildings and the residences. The City Hall lot envelope will be setback only 10 ft from the property line. Did the shadow study consider this configuration?
- 2) The elevation differential between Camino Del Mar and the residences is more on the City Hall lot than the typical property portrayed in the drawings, based on the topography and the depth of the lot. What was the elevation differential used in the shadow study?

Based on my calculations – crude and unscientific as they might be – the diagram for the City Hall lot would be different from the model included in the EIR and VPS. The dimensions of the building envelope for this lot would be:

1. Ten (10) feet between the building envelope on the City Hall lot, and the property line.
2. Five (5) feet between the property line and the residential building.
3. The elevation differential between the CDM and the property line would be around 24 feet, so the building height envelope height 10 feet from the property line would be the 24 foot differential + one story of the building, an additional 14-16 feet, for a total height of 38-40 feet. The portion of the building which is to have a stepback of 20 feet would have a height of the 24 foot differential plus the 26 foot height limit at CDM or a total 50 feet.

If the shadow simulations and modeling are to be applied to this property these figures should be evaluated.

I have included some references from the proposed plans.

4.1.4.4 Issue AGR-4: Light and Glare

The last Threshold, AGR-4, indicates that the Plan would have a significant aesthetic impact if it would result in a new source of substantial light or glare that would adversely affect day or nighttime views. The DMMC Chapter 23.51 protects residents' rights to sunlight. As a part of the Visual Impact Analysis (see Appendix B), a shadow study was completed. Based on calculations and modeling for the longest day of the year, the proposed increase in the height of the building would result in a less than significant adverse change to the shadow pattern on adjacent buildings. Existing conditions currently result in a partial shade pattern on the façade of residential

buildings at 8 a.m.; however, the shade pattern disappears from the façade by 9 a.m. The same situation would occur when the building heights are increased in accordance with the proposed Plan.

Computer modeling was also used to evaluate the shade patterns on Camino del Mar during the equinox and solstice. The models showed an increase in shadow patterns as the building heights increased. During the longest day of the year, shadow patterns formed on the buildings on the west side of the street stretched to the median by midafternoon, but did not shade the entire corridor of Camino del Mar. The proposed setbacks and articulation in the buildings allowed by the Plan would result in more light coming through the buildings to Camino del Mar, and therefore would result in a less than significant adverse change.

Ultimately, future projects would be required to comply with the Scenic View Protection Ordinance that limits shade impacts to residences. Future development projects would be reviewed for compliance with the applicable lighting regulations, including the glazing and exterior lighting requirements in the City's Zoning Ordinance, the specific development standards contained within the proposed Village Specific Plan and Design Guidelines, and any other applicable regulations. As such, the future development allowed by the proposed Plan would result in a less than significant change to the glare and ambient light into the nighttime sky.

4.1.5 Level of Significance Prior to Mitigation

Scenic vistas in the Plan vicinity consist of ocean views that are partially obstructed by vegetation, buildings, and utilities. The Plan would increase maximum buildings heights along the south side of Camino del Mar and increased allowed density that could potentially impact the existing scenic views of the ocean. The results of the Visual Impact Analysis illustrate the potential impacts to ocean views. Given that future project are required to undergo the Design Review process and compliance with the Design Review Ordinance and Scenic View Protection Ordinance that ensures the protection of views, view blockage impacts (Threshold AGR-1) would be less than significant. The Plan would result in a less than significant impact to the scenic resources in the study area, including the ocean, beaches, bluffs, trees, and historic properties. The ocean, beaches, and bluffs are located outside of the Plan area and would not be physically damaged by the Plan. The Plan would potentially result in tree removal through streetscape improvements. However, tree removal would be minimized and any

removed trees would be required to be replaced in compliance with the Tree Ordinance. The Plan does not make recommendations to remove or modify any existing historic buildings; therefore, there are no adverse changes to the historic buildings. Camino del Mar is designated as a scenic roadway by the Community Plan for its view of the ocean. Residential Primary Living Area views of scenic resources are also protected by the Scenic View Ordinance. As indicated above, Plan impacts to scenic resources visible from Camino del Mar and residential Primary Living Areas would be less than significant. Thus, impacts to scenic resources (Threshold AGR-2) would be less than significant. The changes proposed by the Plan would be pedestrian-oriented, create a uniform

visual environment, and would be of similar architectural style relative to the existing community. Overall, the Plan would improve the visual character and quality. The application of Design Guidelines and the Design Review Board would ensure maintenance or improvement of visual character. Therefore, the proposed Plan would not have a significant impact on visual character and quality (Threshold AGR-3). The shade analysis determined that the increase in height, setbacks, and articulation allowed by the Plan would not adversely impact residential buildings. Also, the proposed building height increase would result in a low adverse change to the glare and ambient light into the nighttime sky. Future development would be required to undergo Design Review and comply with the Scenic View Protection Ordinance that would control shade and light impacts. Overall, shade, light, and glare impacts (Threshold AGR-4) would be less than significant.

4.1.6 Mitigation

No mitigation is required.

Shade and Shadow Analysis on Adjoining Neighborhood

The following diagram illustrates the potential shading of a residential structure west of Del Mar Lane (diagrammatically shown at 26'-0" in height, 10 feet from eastern property line). Shade is cast from the adjacent commercial property designed with a height of 26'-0" from Camino del Mar, with roof articulations shown at an additional 4'-0" above the height limit, and a 20 feet upper level stepback from residential alley, per the draft development parameters.

Shade calculation is modeled at 8:00 AM and 9:00 AM on December 22, the longest day. Note that shade has extended across the alley and partially shades the residential facade. However, by 9:00 AM, the east facing facade of the residential unit is in full sun. This is the same effect that a building that is 14 feet high would have on the adjoining property.

5/1/2012

To: City of Del Mar, attn: Kathy Garcia
From: Alice Scull McNally
1332 STRATFORD CT, DEL MAR, CA 92014

Re: Revitalization

. does not mean larger buildings!

Instead:

Offer more reasons to visit Del Mar!!!

by:

PLENTY OF PARKING

- . underground structure at city hall or undeveloped old gas station property
- . encouraging and subsidizing retail and galleries in which to browse
- . entertainment
- . making the most of the village CHARM.

Keep up appearances:

- . TAKING BETTER CARE of what we have,
THRU
- . quality MAINTENANCE
- . WORKMANSHIP and MATERIALS
- . more through STREET SWEEPING
- . and TRASH RECEPTACLES

Bring people into town by offering:

- TRAIN /COASTER SERVICE
- . shuttle service from train to heights
- . KEEP FOUR LANES OPEN ON CAMINO DEL MAR
- . NO PARKING PERMITS!!!

Lets take a lesson from our neighbors

in SB and Enc.

- . which offer more and the
parking is free.

SINCE OUR parking fees JUST BREAK EVEN. WHY ISN'T IT FREE?

Alice Scull McNally

PAGE 1

RECEIVED
MAY 3 2012
City of Del Mar
Planning Department

Subject:

FW: Comments to EIR

From: Hershell Price

Sent: Thursday, May 03, 2012 12:48 PM

To: Conversations

Subject: Comments to EIR

Dear Kathy,

Please make the below comments part of the official responses to the EIR for the Village Specific Plan. They are as follows:

The word "Village" always makes me think of the small European villages scattered about France and Italy where most of the buildings have peaked roofs that everyone likes. So, thinking about our Village Specific Plan and the look of our own village as we progress into the future, I believe there should be a requirement inserted into the Plan that "requires" all future structures to have sloped rooflines such as the Watkins building on 15th Street, the Del Mar Library and the Davidson building on 13th Street. This "requirement" would allow for more view corridors within the village and make our business district a real village that tourists would want to visit.

Hershell Price

Subject:

FW: Village Specific Plan

From: Bertha Leone

Sent: Thursday, May 03, 2012 1:42 PM

To: Planning Mail Box

Subject: Village Specific Plan

I recently reviewed the Village Specific Plan and watched a recording of the April 30th meeting. The VSP reflects a significant amount of work by its authors. I'd like to thank everyone involved for their effort.

In general, I like many of the concepts of the plan. Still, I have some concerns that I would like to share with you.

A major concern is with the conversion of Camino Del Mar to one lane in each direction with roundabouts. While I am hopeful that the design will meet its objective of improved traffic flow, I have concern for the potential for drivers to take alternate routes through residential streets when this change is implemented.

The VSP states that qualitative measurements will include "maintaining traffic volumes below capacity on residential streets." It is not clear if this monitoring is intended only for residential streets within the VSP area, or if there will be monitoring of traffic on other streets that could potentially be impacted.

I live on Crest Road, south of Hoska. I don't know what the "capacity" of Crest Road is, but I would really not like to see any more traffic volume than we currently have. As you know, Crest Road is often used for thru-traffic as an alternative to Camino Del Mar. Should this change be implemented, traffic on Crest Road (and other streets in the village) needs to be monitored for impact, and there needs to be a backup plan that can be quickly implemented to reduce traffic volume (not just attempt to calm the speed) in the event these changes do impact the residential streets.

A second concern is with the safety of the roundabouts. I recently drove through a roundabout on Santa Fe in Encinitas, and nearly had an accident. I can imagine that thru traffic will move at a pretty consistent pace during rush hours, and wonder about the difficulty of access from the side streets into the roundabouts. The concept of yielding is often lost when motorists are intent on getting to their destination quickly. I am reminded of the numerous occasions when I have seen motorists on Crest, approaching the chicanes from opposite directions, play "chicken" to see who can get the right of way first.

A third concern is the increased height of buildings on the West side of CDM. Having recently viewed the latest construction in downtown Encinitas, between A and B Streets and E and F Streets, I am opposed to any building height over two stories. I would prefer to see rooflines that vary in height (some single story and some two story) and design, so that we can still see a significant amount of blue sky, sunshine, sunsets and the ocean nearby. In my opinion, building heights between 26 and 30 feet from 9th to 15th street will not retain the village character as we know it.

Thank you for "listening."

Best regards,
Bertha Leone

Subject:

FW: Working Draft

From:

Date: May 3, 2012 4:00:52 PM PDT

Subject: Re: Working Draft

Bud, Dwight, and Dave,

I've just finished reading your draft proposal of how the community might successfully go forward with the VSP, and am very impressed with how well you've articulated the issues that the working group has discussed. I did attend the April 30th workshop, and while suggestions were made, there was no evidence that the council/planners would make any changes. Living on the south end of town as I do, I'm quite concerned about the transition from two-lane to one-lane traffic at 9th street--I think there is a good opportunity to make the transition to one-lane at 4th/Del Mar Heights intersection and head off some of the spillover into the neighborhood. As the Plan stands now, I would find it hard to vote yes on it until more thorough and explicit details are included, among which are those we've discussed (and your draft articulates) including standards addressing the west facing buildings on the west side of CDM, traffic goals, development time lines, and funding.

Sarah Dubin-Vaughn

On Wed, 2 May 2012 22:44:47 -0700 (PDT) james emerson

writes:

Friends,

Dwight, Dave, and I have prepared a working draft from our deliberations for your consideration/discussion and for City Council consideration. We think there is an increased chance of achieving consensus among ourselves and in the community if these items are addressed and if the time frame is relaxed somewhat. We welcome your reactions and we encourage you to use any or all of this to try to convince the Council that it is worth the effort to keep the window open for awhile longer so we can find the sweet spot between revitalizing our downtown and protecting nearby neighborhoods. If enough voices are heard, we hope the Council will view this as a constructive process that could avoid a polarized election campaign in November.

From: james emerson

To: james emerson

<

Dwight Worden

<

Sent: Monday, April 30, 2012 12:41 PM

Subject: VSP 3 Items

Friends,

>Attached are Dwight's notes from 4/25 meeting

>Workshop tonite at 6 and written comments due by friday

>Based on our library discussions, Dwight Worden, Dave Druker, and I are working on a draft proposal to Planning and Council suggesting some changes in the VSP in both content and process. Will send draft to all of you for review soon.

To: Interested Parties

From: Dwight Worden

Re: Report on meeting of citizens April 25, 2012 re: Village Specific Plan

Date: April 26, 2012

Here is a brief summary of the straw votes taken at our meeting yesterday regarding issues related to the Village Specific Plan. Note: people were allowed to vote for more than one alternative to see which options had the most support.

1. HEIGHT LIMIT ON WEST SIDE OF CAMINO DEL MAR

Discussed and reviewed: Existing and VSP proposed limits, original Community Plan intent, view issues and DRB rules, "canyon effect", fact approx 70% of existing buildings exceed 14 feet (are non-conforming), stepbacks/setbacks, view from CDM and alleys, articulation to 30 feet, 3 story versus 2 story, justification as accommodating residential units and potential affordable units, per VSP 2nd story allows but does not require residential, practicality of actually building to the max, DRB and view review apply, ability of DRB to reduce from max, theoretical max build out change (under height and FAR as proposed in VSP) from about 280,000 s.f. to about 600,000 s.f. Much discussion on all these issues.

In Favor: 7 Keep the current rule: 14 feet above CDM

In favor: -0- 26' with options to go 30' for articulation (the VSP proposal)

In Favor: 8 14' with some discretionary ability to articulate (up to an additional 4 feet) and to go higher (up to 26') on some buildings

2. FLOOR AREA RATIO

Discussed and reviewed: Current .45 FAR, VSP proposed 1.0 plus up to 1.5 with EPBs, about 40% of existing buildings have FAR in excess of .45 (are non-conforming), Stratford building is 2.0+, Cedros Design District is about 1.0. Carmel CA is greater than 1.0, what the new FAR would be used for, how much FAR incentive is needed, how much value owners would receive from FAR increases and how public would share/benefit in that value, and other related issues.

In favor: 4 Keep the current .45 FAR

In favor : 6 .45 base FAR of right, ability to go to .75 with Exceptional Public Benefits (EPBs)

In favor: 7 .75 FAR of right

In favor: 7 .75 FAR of right, ability to go to 1.0 with EPBs

In favor: 5 1.0 FAR of right

In favor: -0- 1.0 FAR of right, ability to go to 1.5 with EPBs (VSP proposal)

Question: What is the average FAR on CDM so we can see how much change, on average, under the various FAR increases would occur over the status quo.

3. TRAFFIC AND ROUNDABOUTS

Discussed and reviewed: (1)Number of lanes, (2)roundabouts, and (3)parking are all interrelated; traffic volumes and flows: now capacity of CDM about 16,000 ADT, capacity under VSP (single lane each way with roundabouts) about 26,000--designed to accommodate traffic from VSP; impacts of regional traffic, fair traffic, races, rush hour, and other traffic; single lane each way would accommodate wider sidewalks, streetscape/landscaping, more on street parking, better pedestrian environment; discussion of impacts to emergency vehicles of going one lane each way--will work; controlling cut through to Stratford (now controlled by no left turn rules)--would require no right turn rules from roundabouts, but how to allow through east west traffic? Why bike lanes stop at roundabouts; signal, or on demand ped. lights, at 15th, cross walks adjacent to roundabouts, and related issues.

In favor: 6 One lane in each direction

In favor: 4 "As is" two lanes in each direction

In favor: 6 Roundabouts as proposed in VSP

In favor: -0- Status quo and trade some stop signs for signals

A question to be answered was: Why do bicycle lanes stop at roundabouts? Consensus was they should continue through the roundabouts absent a good reason.

4. NEIGHBORHOOD PROTECTIONS

Discussed and reviewed: VSP calls for discretionary CUP for alcohol service after 11 pm and for outdoor amplified entertainment; more detailed protections included in the Garden Plan; concerns about noise, recyclable handling, light, music, people walking to cars at closing, parking, and other spillover issues

In favor: 6 More protections for spillover impacts to neighborhoods than what is currently proposed in the VSP. [Note: This vote was taken late and some people had left. There were only about 8 left at the time of this vote]

To: Kathy Garcia
Re: EIR and VSP comments on parking garage/structure on City Hall lot
From: Rick Ehrenfeld

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MAY 14 2012

City of Del Mar
Planning Department

A parking structure is referenced in both the PEIR and the VSP draft. I do not know the current status of the parking structure proposal. I have listed some of the references that I found in the documents, and would appreciate your direction to others.

VSP

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.

....

Placing meters in the 200 spaces anticipated for Public Parking structure could generate an additional \$250,000 per year, for a total of \$600,000 per year.

PEIR

- Additional land uses to include boutique hotels and parking structures
- 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) and the business establishments.

I am concerned that the parking structure on the City Hall property has not received the proper environmental impact analysis. This structure would create an increase in traffic, noise and air quality impacts with CO and particulate matter from vehicles. The "anticipated" 200 spaces in the public parking structure may be the current concept, but the EIR study needs to include a potentially larger capacity. Many questions remain unanswered.

It would seem that the area with the worst potential air quality impacts would vary depending on whether the structure would be open-sided (naturally ventilated), or totally enclosed (parking garage) requiring exhaust fans and ventilation. Noise from the structure would also be different, given the two options. As the current plan is unclear as to the nature of the parking structure, both options should be studied in the EIR.

For example, if the parking structure were to be enclosed, there would be exhaust fans. An enclosed structure of this type needs to be studied as a fixed point source with a discharge of pollutants. The greatest impacts from the exhaust vent(s) might occur at a nearby building if the vent(s) are exhausted above the rooftop of the garage, or at pedestrian height if the vent(s) are near ground level. There may be noise from the fans themselves.

If an open-sided parking structure is constructed, it is clear that the greatest potential pollutant concentrations would be immediately adjacent to the structure. The noise and light impacts from this "open-sided" structure are different from those of an enclosed structure and should be evaluated.

Any parking structure will result in increased intensity of use in this area and the surrounding neighborhood would suffer from the induced traffic. I would like to see an analysis of this impact included in the EIR.

The study should evaluate the potential cumulative impacts from vehicle emissions of the vehicles inside the structure and those entering and exiting the structure. Any pollution impacts from the parking structure must include mobile sources from increased vehicular traffic, whether on a road or in a parking structure.

There has been some talk of including residential units on the City Hall lot, the air quality impacts on these units should be studied.

RANCH & COAST

PLASTIC SURGERY

PAUL E. CHASAN, M.D., F.A.C.S. • VINCENT P. MARIN, M.D., F.A.C.S.
CERTIFIED AMERICAN BOARD OF PLASTIC SURGERY

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MAY 4 2012
City of Del Mar
Planning Department

May 2, 2012

Kathleen A. Garcia
Development Director
1050 Camino del Mar
Del Mar, CA, 92014

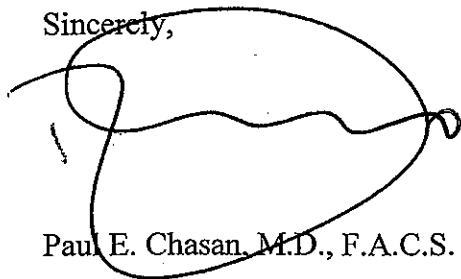
Dear Mrs. Garcia,

As a business owner in Del Mar, I am writing to you in support of the village specific plan. Currently, the Operating Room has a lack of any new development in the central commercial corridor and appears old and tired. With new development occurring at the Del Mar Highlands shopping center and Flower Hill, there are so many new stores and excitement that any retail business in the downtown Del Mar area will suffer.

My wife and I were recently at the main shopping area of Bird Rock where a similar specific plan was implemented. I was impressed with how well the traffic flowed, how much new development had been done, and the overall activity in the area. Not too long ago Bird Rock looked very similar to Del Mar. A huge issue in the downtown Del Mar area is parking and lack of an attractive sidewalk area for people to shop. In fact, my wife's store, Pebbles by the beach, gets most of her customers from my practice and from L'auberge, but not from random people who are strolling the streets looking to shop.

Del Mar has so much potential, but is being held back by a small and very vocal group of citizens who resist any change. I believe that the village specific plan will bring Del Mar more activity for the retail stores and restaurants, and be of significant benefit to the businesses, the residents, and visitors.

Sincerely,



Paul E. Chasan, M.D., F.A.C.S.

RECEIVED

By PLANNING DEPARTMENT at 7:09 am, May 04, 2012

I have resided in Del Mar for the past eighteen years and have followed the progress (or lack thereof in some folks' minds) of this small town in the midst of mass development around it. As Carmel Valley and North City West have boomed and become these limitless suburban plots with dense traffic, massive plazas and frustrating impacts upon our little town, I have been relieved to realize that we have managed to keep a fairly quiet profile, despite such challenges as rush hour traffic diversions into our streets. The daunting issue of Paseo One becoming a reality just up the hill from Del Mar is truly a very disturbing one. The thought of such dense urban development in what has mostly been a suburban community seems preposterous and the devious work of developers, with the results being a quantum loss of lifestyle for north county residents, and particularly to those of us who live right down the hill from this development. Yet, despite these outside issues that face all of us, Del Mar has the opportunity now to resist this kind of overbuild and to take a more conservative approach to the redevelopment of its downtown core. We are a quaint little beach community, who have managed to survive the great influx of population along this coastline and even the boutique retail profile has managed fairly well in these past few decades in our small downtown area. This is changing now and what happens in the future will pretty much determine how our lives will be impacted for the long term in this village. Will we be able to preserve the peaceful, ambience of this community if we overbuild our downtown and create high profile buildings all along our Camino? I for one believe this would be the beginning of irreversible and damaging change to our community. I believe we need to look at what attracts people to our village in the first place. Why is this little village so irresistible to the outside world? I strongly don't believe that it is Banana Republic, which, let's face it, is a box store concept (albeit a small one) which exists in virtually every larger plaza across America. And I don't believe it is the boutique retail stores, although these may give some more affluent folks something to do on a gray sky day. It is clearly the quaint little village, nestled by this gorgeous seaside that is the draw. The

parks which still exist and yes, the coffee houses and restaurants are important, but the beach is the elemental ingredient.

Why then, are we so confounded to create something bigger? I do not believe that the boutique retail model will continue to support as many retail stores as already exist and I think it is equally naive to believe that we can attract 'basic services' stores to this 'high rent' little strip of retail. The prices they will have to charge will keep even the wealthiest of local residents away. Pretty soon we won't even have our own post office, which ultimately is an acknowledgement of these changing times. Sadly this gives way to even more UPS & Fedex delivery trucks weaving in and out of our narrow lane roadways, making their loud zooming noises, drowning out the noisy leaf blowers that are supposed to be a thing of the past now in Del Mar.

Here, then, are my concerns with this Village Specific Plan:

1) What actions, if any, has the City of Del Mar taken regarding the proposed massive One Paseo development project on Del Mar Heights Road? This 1.85 million square foot project, opposed by many Carmel Valley residents, will add significant traffic, pollution, and urban stress to our already encroached upon community. This issue must be part of the City's assessment of the Village Plan, as it will have an immediate impact upon our community if it is built.

2) What are the benefits of increasing the higher building codes for the commercial profile on Camino Del Mar? Does the City have any evidence that this will generate more revenues by adding these additional feet to the height? And what is basis for this assumption?

Have any studies been done to demonstrate that this will work? Has the City reached out to any commercial developers to see if this recommended FAR is even of interest to them? Has there been any effort to poll out of town visitors to Del Mar to see what they feel is the reason they come here?

3) What control will there be when traffic begins to divert onto Stratford Court at the beginning of the round-a-bouts, given the narrowing to one lane and unlikelihood that these roundabouts can compete with the overuse of Camino del Mar which we are already witnessing? Will there be more Sheriff patrol cars needed to monitor this and issue fines? Clearly the roundabouts in Bird Rock in La Jolla are not comparable to our situation as no one diverts from the I-5 onto La Jolla Blvd, it is simply too circuitous of a route. All traffic in Bird Rock is clearly headed to closer destinations, whereas many of the vehicles diverting onto Stratford Court are headed as far north as Oceanside. We have a much more serious traffic issue than seems to be addressed in this Village Plan.

4) How will the height increase affect resident's ocean views all along CDM? Is it really possible to referee these resident's concerns with the concerns of developers/commercial space owners when we are talking about the most contested issue in Del Mar, the scenic views of landowners?

5) Redevelopment of these building heights will create great disruption with no clear cost-benefit analysis for the small business owners. And it is likely that many of these small business owners will be driven out by this construction upheaval or by the resulting rent increases.

Given these concerns, I simply cannot support the Village Plan and will oppose this plans implementation without considerable more thought and research into its feasibility. There are certainly other options to consider, and I do support addressing many of these other issues which already exist in Del Mar, including:

1) Work with individual property owners along Camino del Mar to create incentives for those properties which do not lend themselves to the overall aesthetic of the village, and incentivize the owners to make improvements to make their properties more appealing and complimentary to the village ambience.

- 2) Creation of more parking for the village, preferably underground, and accessible from the Camino directly.
- 3) Creation of a more uniform and aesthetic look to the Camino landscape, much like Encinitas and other communities are now accomplishing.
- 4) Redevelopment of the City Hall property employing a mixed use concept which would offset costs of the rebuild and offer a more inviting street appeal to this property.
- 5) Offer incentives to landlords so that there can be more cafes and/or restaurants that seem to thrive better than other kinds of retail along Camino del Mar.

The cost-benefit of significantly altering the downtown requires greater and more careful analysis. City government should be taking an objective view, through surveys and expert consultant input, to present what options will most benefit the community. It does not appear that the current work being done reflects this kind of professional input. We need to safeguard our exceptional small town character and be sure that the commercial interests are balanced in ways that benefit everyone.

Sincerely,

Drew Cady
Stratford Court
Del Mar, CA

Subject:

FW: Village Specific Plan

From: Ricardo Simons

Sent: Friday, May 04, 2012 1:14 AM

To: Planning Mail Box

Subject: Village Specific Plan

As you go up higher and higher on the west side of Camino del Mar (which I personally dread and which the citizens advised against in 1974), please keep in mind a few words from the afore-mentioned 1974 Citizen's Proposed Revision to the Del Mar General Plan (available in a tasteful blue binder in a special section of the Del Mar Library), to wit:

"On the west side of Camino Del Mar, an important design element should be to promote the ocean as a backdrop by making it visible to shoppers at street level via "see-through" window schemes and strategic spacing between buildings."

"Building density should be in harmony with the preservation of ocean views and the atmosphere of open space."

And:

*"Establish strong architectural controls to assure harmonious commercial development in keeping with the **pedestrian scale** and **village character** of the community."*

Good luck.

- Richard S. Simons
Chairman, 1974 Commercial

Task Force

11th Street

Al Tarkington
11th Street
Del Mar, CA 92014
May 3, 2012

RECEIVED
MAY 4 2012
City of Del Mar
Planning Department

Del Mar City Council
Del Mar, CA 92014

Re: Village Specific Plan

Dear Council Members and Staff:

I have attended three meetings and have briefly scanned the Plan documents at the Del Mar Library. A thorough review was not possible for me with the May 5 deadline. I have several concerns.

First, it is obvious that many hours were involved in the planning and preparation of the Draft Village Specific Plan. I hope you will allow myself and others additional time to review the Plan and comment on it.

I may have overlooked it, but I did not see an economic impact report. The plan calls for significant improvements that must be paid for. Is there a projection of these costs and an offsetting projection of the source(s) of funds to pay for the improvements?

The Plan calls for a substantial increase in floor area ratios and in height limits. The number one question should be, "What is the benefit to residents?" I personally am not swayed with *new* benefits to commercial property owners.

Finally, as a resident west of Camino Del Mar, I have concerns with any modification of existing traffic patterns and the potential effects on residents in my area.

As the Village Specific Plan is now written, I would have difficulty supporting it.

I hope you will continue to encourage and support further dialogue on this very important issue.

Sincerely,


Al Tarkington

PAGE 1 OF 2

May 3, 2012
City Council, City of Del Mar

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MAY 4 2012
City of Del Mar
Planning Department

RE: Village Specific Plan & Environmental Impact Report
Dear Council Members,

I am taking this opportunity to give you a few of my impressions concerning the Village Specific Plan and the EIR.

My impressions are that the content of the document(s) are much too extensive for a private citizen to read, comprehend without someone responding immediately to innumerable questions and very time consuming. Therefore not many citizens are going to read it. For that reason I am grateful for both Kathy Garcia and Adam Birnbaum for their many presentations and time answering those innumerable questions. I wonder how many of Del Mar's residents attended one or more presentations.

Del Mar citizens are some of the most involved and well informed in the county about both local and regional issues affecting Del Mar. Yet, I find that neighbors and shop workers all seem unable to decide with conviction what they like and don't like about the VSP. Roundabouts seem OK and then people question how easy it will be to cross the street. The mixed use in the commercial area to include residential sounds worthwhile for both renters and building owners. But there is no guarantee that building owners will want to build them unless they receive your offered increase in FAR. I support the current height level of 14 feet and current .45 FAR. I do like a mixed use concept with open spaces like the building just south of Starbucks with large open area for seating and view corridor.

The EIR has not assured me that the citizens living on streets neighboring Camino Del Mar will not be adversely effected by the roundabouts, more outside eating, more building and more traffic. Additionally, I would want to make a complete circle and then a right turn on 11th Street between 3p-6p if I was driving north on Camino Del Mar. Others think this will again impact residents on Stratford Ct.

A lot of work still needs to be done on this plan. At this time I have not talked to many who would support it on a ballot vote. It includes too many aspects, some that seem in conflict with others. Perhaps if the ballot measure was broken into a beginning, middle and final stage and presented on several ballots over time, residents would be able to understand what they are voting for or against.

Thanks for your consideration of these comments,
Stephanie Tarkington
11th Street
Del Mar, Ca. 92014



Subject: FW: Revitalization Traffic Plan

-----Original Message-----

From: kipp downing
Sent: Friday, May 04, 2012 9:33 AM
To: Kathleen A. Garcia
Cc: Conversations
Subject: Revitalization Traffic Plan

To Whom It May Concern,

here are the questions i have as the owner of Pacifica Del Mar and Pacifica Breeze Cafe on the Revitalization Traffic Plan

- what will the traffic impact of the roundabouts be on Crest Road, Stratford, Luneta, Coast Blvd and other neighborhood streets?
- where were the models actually located that this computer generated plan is based upon?
- what will the economic impact be on the city during construction due to lost sales tax revenue?
- what will the economic impact be on small businesses during the construction due to lost sales?
- has an accurate pedestrian traffic count been taken during the peak summer months for all intersections where roundabouts are being considered?
- has an accurate bicycle traffic count been taken during peak summer months for all intersections where roundabouts are being considered?
- how will the pedestrian traffic commingle with the automobile (and bicycle) traffic at the roundabouts?
- how will the roundabouts impact delivery truck traffic to restaurants and other businesses?
- how will the roundabouts impact the traffic patterns of tour bus traffic in the city?
- how will the narrowing of the streets and roundabouts impact the mass exodus from the Del Mar Racetrack after the races?
- how will the construction schedule be phased and how long will it take?
- will the city consider constriction during off-hours to avoid business disruption?
- which restaurants are considering additional investment in sidewalk cafes?
- has a survey been done of surrounding zip codes that patronize the Del Mar business community to gauge the impact of the construction of roundabouts on the future business activity and future traffic patterns in Del Mar?
- what if roundabouts don't work? are we stuck with this problem forever?
- what are the results of just going with traffic lights all the way instead of roundabouts from the standpoint of longterm improvement in cars/day?
- is it really worth it from a parking standpoint to do all this to add 6 parking spaces/block at the expense of one lane each way on camino del mar?
- what are all of the options such as metered parking at Paul Chasen's lot in the old Wells Fargo space that increase parking? what is the net increase in parking of that? more than 60 spaces?

thank you for your consideration.

yours,

Kipp Downing - Pacifica Restaurants

May 4, 2012

TO: Planning Department
City of Del Mar

FROM: Ann Gardner
Via Latina
Del Mar, CA. 92014

CITY OF DEL MAR
MAY 4 2012
PLANNING DEPARTMENT

COMMENTS ON DRAFT VILLAGE SPECIFIC PLAN AND DRAFT EIR

There is lots to like in the Draft Village Specific Plan, and I have some concerns. My comments are organized in part around the Worksheet used at the March 30 Workshop.

Streetscape and Parking: I support Alternative 3 to narrow Camino del Mar to two lanes with roundabouts.

Issues: Del Mar has too few public transit options. I believe "inadequate public transit" should be added/emphasized as an issue. The VSP would benefit from more emphasis on adding more public transit options rather than emphasizing only additional parking for cars.

Solutions and Strategies: In the VSP at 4.5.2 (Transit Implementation Strategies) change words like "accommodating" and "maintaining" to "encouraging" or "establishing new" public transit options. For example, a city contract with incentives to create a shuttle route with stops along Del Mar Heights that would carry people to and from the Del Mar Heights neighborhoods to downtown Del Mar and the beach. The shuttle could take Del Mar residents to the Von's and CVS to shop and then pick up families/teens going to the beach, shopping in the revitalized downtown or even attending a DMVA event at the Plaza. If DMCC can create a shuttle service for residents, why can't the City?

Add information that addresses sidewalk design to create an even more inviting pedestrian environment. The draft drawings (e.g. Figure IV-3) seem to present only a cement-square type pattern. How about designs that use mosaic tiles, agate, colored paving, etc? It doesn't have to be as funky (their words) as Solana Beach's drawings for their "Place Making" but surely not as dull as poured cement. The alley plaza just south of the Stratford Court building could surely be brightened up. Sidewalks that invite lingering and looking would add to the pedestrian environment and encourage more lingering and shopping at local establishments.

VSP: Add the sidewalk design to 4.2.2 on page IV-8 and on IV-9 include sidewalk design along with benches in descriptive paragraph under "Camino del Mar Street Furniture;" add information about shuttle at 4.5.2 (Transit Implementation Strategies) add Shuttle Service between Del Mar Heights and downtown Del Mar and the beach.

Figure IV-5 showing new "plazas" created at corners. Is that an exaggeration? Will there really be plazas at our street corners with benches and tables, etc. By the way this would be a terrific place for sidewalk designs (plaza or not!). Still, please clarify the word plaza.

Development Parameters I have concerns regarding the increased bulk and height proposed in the draft VSP. It is hard to imagine, for instance, a Plaza at twice the FAR that it is now, or voters approving a Garden Project at twice the FAR. I suppose the existing restaurant patios at the Plaza that add to the open feeling and inviting architecture would all be permanently enclosed. This is hard for me to imagine as I find even the current temporary "enclosures" objectionable. Approval of the temporary enclosures also highlights the pressures staff and elected officials come under to modify voter-approved plans and another reason I support smaller increases in FAR and height limits. Smaller increases (actually we are talking double the FAR) provide more assurance that low intensity scale will continue to define village character.

After the workshop and some further thought I have generally come to conclusion that I would support allowing additional FAR beyond the proposed 1.0 ONLY for residential units (second floor) and residential retail (first floor). Although our workshop table agreed to *nothing* over 1.0, I was influenced by Mosier's question about enough residential incentive with only a 1.0 FAR and in hindsight I would have brought up downtown residential as an exception possibility.) The other exceptional public benefits listed in the VSP are vague, and should be assumed to be part of an acceptable development, i.e. sustainable features, semi-public realms and enclosed parking. These feel like a give away at the expense of maintaining our human scale, ocean-side community character.

Allow 26-foot height on West side of Camino del Mar only when public views are protected AND with roof articulation. I do NOT support the extra four feet on either side of Camino del Mar for roof articulation suggested at 5.2.3. There is plenty of roof articulation on east side with the 26-foot limit and should continue to be part of design review consideration. Also, I recommend we limit the second stories on the west side to only residential units or to development that would move office space up *in exchange for* residential-retail space at the street level.

I believe the strategy related to Design Review should be to "*Strengthen Design Review for all Village projects with view protection from residential and public (i.e. library) areas and side streets east of Camino del Mar.*"

Proposed Metrics: Add a New Downtown Design Review Ordinance and Identify/Draw Protected View Corridors in the VSP.

Community Benefits and Implementation

Issues: It is not clear that the benefits of the proposed VSP outweigh the proposed increase in bulk, and the new 30-foot height on both sides of Camino del Mar.

Solutions and Strategies: Must include more aggressive measures to protect village character including views from public streets, particularly those side streets running east to west from neighborhoods east of Camino del Mar and provide the desired results of residential units downtown, fewer offices on the street level and more residential retail.

EIR Findings: There is insufficient evidence to support the EIR finding that there are no significant unmitigated impacts based on the Design Review Ordinance and/or review by a Planning Director and City Council. All of these are subject to development pressures and unpredictable appointments/elections. For example, the former Planning Director and City Council decision to allow intrusive sidewalk cafes on 15th St, in clear conflict with the community's pedestrian-oriented, ocean-view goals. Another example is the approval of a very private, exclusive medical office in the center of the downtown community in clear conflict with the community's horizontal retail policy. The impacts of the Specific Plan might be mitigated with a DRO customized for the downtown area, identified view corridors drawn on zoning maps, limiting second stories to only exceptional benefits such as residential units and of course eliminating the extra four feet for roof articulation which we would already get even in the old DRO.

Also, the EIR is required to present reasonable alternatives. Unfortunately the Reduced Development Potential Alternative to reduce the build-out from 600,000 to 500,000 sq. feet lacks specificity and does not make for voter confidence in the process. Do the figures (500,000 versus 600,000) include the bonus square ft. for exceptional benefits and how exactly will the lesser build-out be accomplished? Would there be a smaller basic FAR, i.e. less than 1, or does it mean the extra .5 FAR would be eliminated? Would some properties get to maximize development while others would not, after the first 500,000 are built? Kind of a first come, first serve basis? In other words, what would we get for 100,000 fewer feet? There is no information. This is unfortunate because I believe more voters would support a reduced alternative over the "No Project" alternative, plus it is a deficiency in the Draft EIR.

A CUT TO THE CHASE ALTERNATIVE: Allow up to a 1.0 FAR for Public Benefits* identified in the Specific Plan and an additional FAR for residential units. The additional four feet in height would be available for the residential units only, and only with protection of views.

VSP: 5.2.3 Building Height Implementation Strategies, bullet 3 first sentence, add side streets and public facilities, e.g. the Library and public plaza, in the Plaza.

* residential retail, residential units, public spaces
including local theatre/playhouse/music academy —

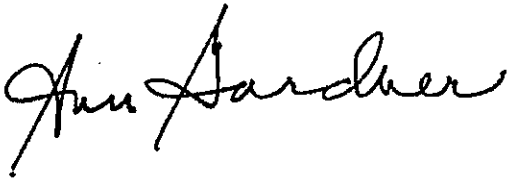
5.4 Modify Floor Area Ratio as suggested above

5.5 Modify Exceptional Public Benefits Implementation Strategies as suggested above.

VSP.350 Beginning on page VI-28 Horizontal Policy: Given the proposed increase in FAR and assuming the applicant is taking advantage of the new Specific Plan, this section seem irrelevant. For instance A.1 exception: Frontage Building space is set back from street frontage 25 feet or more. The applicant applying for an FAR increase would be required to Build To Line therefore eliminating the setback and therefore the exception to the Horizontal Policy.

Also, if it is true that the new VSP will take precedent over the existing three Specific Plans, would the Plaza be able to replace existing retail space with office space using the exception allowed for store frontages that are at 36 inches or more from the street level? It may seem unreasonable that a Planning Director or City Council would approve the whole second floor converting to office space but this exception *could* be used to replace *some* of the retail spaces. I believe the spaces adjacent to the "public plaza" at the end of the beautiful walk on the second level are vulnerable because, unfortunately, the owner has been unimaginative in providing resident-oriented retailers in the spaces adjacent to the "public plaza." This was not always true (former owners supported the concept of public plazas) and it was a great gathering spot for locals. Now, I put the word public plaza in quotes because it no longer is one. It is another reason why I do not support giving extra floor area to a developer for providing a "public realm" as outlined in 5.5.

Thank you for all the opportunities you are providing for providing more public information and input. It is appreciated and more and more people are getting involved in the conversation. I feel the official responses to the drafts documents with the May 4 deadline and further community meetings are a good start toward a successful resolution.



See page 5

From: Ann Gardner
Sent: Friday, May 04, 2012 1:15 PM
To: Conversations
Subject: DRAFT VSP AND DEIR

Dear Planning,

Please amend my comments submitted this morning to replace OR include "scenic vistas" for "ocean views" where specified in my May 4, 2012 memo.

Thanks,


Ann Gardner

Gardner
PAGE 5

5/3/12


Comments on Specific Plan:

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Planning Department



Just a note... - TRAFFIC ISSUE

1. Why not HAVE METERS ON MAIN THOROFARES - Camino Del Mar, Coast Blvd AND SKIP NEIGHBORHOOD SHORT STREETS IN BEACH AREA?
2. Double Standard - Build LIFE GUARD CENTER (millions) TO ATTRACT MORE PEOPLE AND YET REDUCING 2 TRAFFIC LANE TO ONE, INCREASING CONGESTION ROUNDABOUTS - TOTALITIES IN CARDIFF.
3. LACK OF ENFORCEMENT OF EXISTING LAWS, Power ~~Blowers~~, littering (NO TICKETS EVER ISSUED IN DECADES), Cyclists & Motorists RUNNING STOP SIGNS EVERY DAY, CELL PHONES USE, WHILE DRIVING, Baby carriages in Bike lanes, etc. - MAJOR ACCIDENTS WAITING TO HAPPEN - WITH CITY LIABLE?
4. Willing to pay ANNUAL FEES but shouldn't THE COST BE SHARED BY ALL DEL MAR OR AT LEAST PROPORTIONATELY - Count TRAFFIC SIGNS & SPEED BUMPS ON HILL STREETS COMPARED TO BEACH AREA - continue on



Just a note...


5. Aren't Restaurants
required to provide
parking for at least
some of their employees?

Most of them park on our
neighborhood streets from 10 A.M.
till 9 P.M. Daily - AND yet the
Restaurants charge \$4.00 for their
customers to park plus a tip. STRANGE

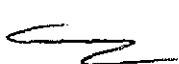
Money is the problem and enforcing
the existing laws could be a partial
answer. - Can the city employees be
enabled to give more than parking
violations? - The surfers & bikers
contribute nothing to our coffers
and yet represent about 30% of
our traffic. If not more. - Surfer litter
daily - we pick it up as do our neighbors.

We will pay our share but shouldn't
it shared equally by visitors & locals &
we provide bike lanes, life guards,
policing and cleanup - for people

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MAY 4 2012
City of Del Mar
Planning Department



Just a note...
who give little in return.
More than arrogance. Not
all of course, but way
too many.
Our thanks to those who
trying to solve this dilemma
but lets make it a fair for those
of us who put up with the
problem on a Daily Basis.



Ann Woolley PAGE 3 OF 3
19th St
Del Mar, CA 92014

NANCY L. STOKE
COAST BOULEVARD
DEL MAR, CA 92014

May 3, 2012

RECEIVED
MAY 4 2012
City of Del Mar
Planning Department

Honorable Mayor and City Council Members
Planning Department Staff
City of Del Mar
1050 Camino Del Mar
Del Mar, CA 92014

Re: Comments on Village Specific Plan

Dear Elected Officials and Staff,

There are several items in the draft Village Specific Plan that I would like to have clarified for the benefit of the community as we face the task of making the decision as to how to vote on the proposed Plan in November 2012.

Appendix F – Traffic Impact Study by KOA Construction

Table 1-1 identifies three Circulation Alternatives

Where Signals are the intersection control, only 2 intersections are affected and capacity is 30,000 ADT

Where roundabouts are the intersection control, 4 intersections are affected and capacity is 25,000 ADT

Page 39 states “Signals allow for a greater level of control of traffic flows... When properly programmed and timed, traffic signals provide increase capacity on a given roadway...” It further states that “As seen in Table 4-6A and 4-6B, all intersections in the study area are calculated to operate at an acceptable LOS D or better.”

Page 45 states “...under the Two Lane with Roundabouts circulation alternative, Camino del Mar roadway will be reduced to two vehicular travelling lanes with a total capacity of 25,000 ADT.” And later it states “...enables the roadways bounded by roundabout intersections, greater operational capacity...” It further states “all roadway segments in the study area are calculated to operate at an acceptable LOS D or better except for the following:” and then goes on to list thirteen roadway segments that are not calculated to operate at an acceptable LOS D or better.

Table 9-4 lists 8 roadway segments along Camino Del Mar that will have a lower LOS rating with the Roundabouts option vs the Signals option

Table 9-5A lists 4 intersections at AM Peak Hour that will have greater delays and lower LOS ratings with the Roundabout option vs the Signals option and only 1 segment that will be improved with Roundabouts

Table 9-5B lists 4 intersections at PM Peak Hour that will have greater delays and lower LOS ratings with the Roundabouts option vs the Signals option

Table 9-6 lists 8 roadway segment conditions along Camino Del Mar that will have greater delays and lower LOS ratings with Roundabouts vs the Signals option

Table 9-7A lists 4 intersection conditions at AM Peak Hour that will have a lower LOS rating with the Roundabouts option vs the Signals option and at only 1 intersection is the Roundabouts option the better option

Table 9-7B lists 5 intersection conditions at PM Peak Hour that will have greater delays and lower LOS rating with the Roundabouts option vs the Signals option

PAGE 1 OF 2

Specific Plan 4.3 Vehicular Circulation

4.3.1 states Camino Del Mar is "...the only continuous north-south through street in the community. Del Mar is highly dependent on Camino Del Mar's functionality."

4.3.2 states "...the anticipated traffic along Camino Del Mar is projected to rise to 26,000 vehicles per day..."

Please address why the Plan selects the option that:

- Increases capacity on roadways bounded by the roundabouts (our residential streets)
- Has lower capacity than is available via other options
- Impacts more intersections (via physical changes ie: construction cost) than is available via other options
- Creates more segments of roadway calculated to not operate at an acceptable LOS D or better than is available via other options
- Creates roadway segments and intersections that will have more delays and lower LOS rating than is available via other options

Please explain the statement in the Plan on page IV-14 section 3 that states "...Roundabouts present the desirable alternative for Camino Del Mar's intersections, both today and in the future." There is no data to support this statement, and in fact the data in the Traffic Impact Study contradicts this statement in relation to traffic delays and LOS ratings.

Please address why Table IV-2 in the Plan says the Roundabouts option will have vehicle capacity of 22,000-26,000 ADT which is in conflict with the marketing materials being used and section 4.3.2 referenced above.

Please explain how our Fire Dept. and emergency vehicles are supposed to travel along Camino Del Mar from 15th St to 9th St when the traffic is backed up in the only available lane and there is no other way to travel along this route. I'm less concerned about the ability of the large vehicles to navigate the roundabouts than I am their ability to navigate the roadway when other vehicles are on the road and there is no place for cars to pull to the side to get out of the way.

As for the building heights proposed in the Plan, I cannot make a favorable decision until I see story poles that show me what the building height options will be. Please install now story poles at the lot south of Bully's Restaurant and at at least two other sites that are deemed to be eligible for increased height above what is there now. We are all conditioned to expect to see story poles at proposed residential development, and we deserve nothing less for this proposed commercial/residential development.

It is my personal opinion that this whole process is flawed due to its dependence on a 1976 Community Plan that has never been updated nor affirmed by the community since it was written. Many things have changed in the community and the region since 1976, and it would have been much wiser to start with a community affirmation of the Community Plan. It was a very forward thinking Plan in its time, and to affirm that forward thinking and add to it with updated thinking would have been a smart thing to do. From there you would have had much greater support of the proposed Village Specific Plan. Unfortunately we are instead hundreds of thousands of dollars down the road on this current process, with very little community interest/input from other than a handful of residents. I pity the merchants who have to make a go of their businesses when the chosen option is the most expensive, most disruptive, and fails to provide the highest possible roadway capacity.

Thank you for the opportunity to comment on the proposed Plan and its supporting documents.

W. Stalke PAGE 2 OF 2

Subject: FW: Draft EIR of the Del Mar Village Specific Plan

From: John Giebink
Sent: Friday, May 04, 2012 11:52 AM
To: Planning Mail Box
Subject: Draft EIR of the Del Mar Village Specific Plan

Comments on the Draft EIR for the Del Mar Village Specific Plan from John and Mary Giebink.

Our comments on the Draft EIR for the Del Mar Village Specific Plan deal primarily with the Residential Neighborhood Protection Implementation Strategies (3.8.2) although the Traffic Circulation element (4.3.3) is related.

The Del Mar Village Specific Plan will have a major effect on the quality of life in the adjoining residential neighborhoods. Overall the Draft EIR offers the impression of minimizing that impact and it inadequately deals with the myriad of severe problems that it will bring about.

The Design Guidelines for the Specific Plan are not delineated and the 2 examples cited in the document are not inclusive of all the concerns that must be addressed

It is not clear that the "Upper Building Levels" will be (or even can be) stepped back sufficiently to avoid a looming presence.

The statement "require controls on the night time use of outdoor restaurant terraces or decks immediately adjacent to residential users" is vague and these controls would be difficult to define and impose.

There is nothing to take into account and ameliorate the increased noise and nighttime traffic that would result from the bars and restaurants.

The EIR does not address the effect of the increase in traffic on Camino Del Mar that will result from increased traffic flow supposedly occasioned by the use of roundabouts.

If roundabouts are implemented on Camino Del Mar, there is no way that the enforcement of the prohibition of left turns during peak traffic hours can take place.

Reducing Camino Del Mar to two lanes will result in a massive shift of traffic to adjacent streets through residential neighborhoods. The EIR addresses this issue by saying "it won't happen."

The statement "Implement additional traffic calming measures on residential streets if increased traffic impacts warrant" is vague to the point of being meaningless.

The specific plan basically notes that there will be parking issues, but does not meaningfully address them.

John and Mary Giebink
Stratford Court
Del Mar, CA 92014



RALPH T PECK JR
- 11TH ST.
DEL MAR, CA 92014

5/4/12

City of Del Mar
Planning and Community Development Department
1050 Camino Del Mar
Del Mar, CA 92014

Following are my comments on the EIR for the proposed Del Mar Village Specific Plan -

Visual Impact - The proposed redevelopment of moving all of the properties to the front property line is, in my opinion, contrary to the Community Plan. When the C.P. was adopted, it was discussed and agreed to that various setbacks was a more desirable, and open feeling for the City. That is one of the main features that makes Del Mar unique. Look at the Plaza - all of the stores are not lined-up in a row. Success of retail depends on merchandise offered, price and service! Not lined-up in a row.

The proposed increase to 30' on the West side of CDM is also contrary to the Community Plan, which requires "low-density, small scale" development. Today, both sides of CDM are allowed to develop 2 stories, which is what is required by State law (one story is already below CDM). But, look at the 3 story buildings on the West side today in the 1100 block and 1400 block of CDM. If 3 stories are now permitted, why can't we have 4 stories on the West side (28' plus 8'-10' below CDM)? What would be the visual impact on residential properties west of the Specific Plan area?

Traffic Impact - The proposed changing Camino Del Mar to one lane each way, with roundabouts is nothing new, and has been highly objected to over the years by a majority of residents. Why? In spite of professional studies, it is only logical that it won't work in Del Mar! Residents adjacent to the roundabouts in Bird Rock and London, report that roundabouts are ridiculous, with many reported accidents. Uncontrolled traffic logically is hazardous to everyone, including pedestrians. The alternative of the present 4 lanes, with synchronized signals more easily handles

the traffic that comes through town, providing more safety for pedestrians and all vehicles. It is inconceivable how pedestrians would be able to transverse the 15th St intersection with a roundabout!

Noise Impact - The proposed use of allowing public parking on all private parking lots would have detrimental effect on adjacent residential areas. Private lots are not generally used in the evening hours, so a proposed increase in restaurant/bar use would also increase the evening and late night hours of use of those adjacent parking lots, with accompanying late night noises of those patrons, disturbing the right to quiet enjoyment by the residents. This also applies to the public street use. The Community Plan does not envision the commercial area to be a restaurant row/party area. In fact, the C.P. doesn't include that activity south of 13th St.

Parking Impact - State Law requires the Specific Plan to include ALL of the specifics for facilities to be provided to handle the increased development, but this Plan doesn't include ANY specifics for parking lots or structures to handle the increased parking required by the proposed increased development.

Land Use Impact - Adding 140 residences seems like another issue contrary to the Community Plan. When the C.P. was adopted, one of the reasons was to adopt a plan that would not allow the great increase in apartment development that was taking place at the South end of town. Now, we are supposed to add 140 apartments into the heart of the Village, the Commercial Area??? Why there? The State may require an increase in affordable housing, but in today's environment, why is it necessary, or desirable to include them on a 2 story in the small area zoned for Commercial, when we already have housing right over the back fence of the businesses? Some believe that is not a compatible Land Use.

Project Alternative - In my opinion, the No Project/Adopted Community Plan Alternative is the option that most closely resembles the adopted Community Plan. Obviously, that alternative would not include all the new (Socialist) regs, the new DRB regs, but would allow for uncompleted sidewalks to be completed, would keep CDM as 4 lanes (with option of replacing the "stop signs" with synchronized signals, thus providing for the most traffic and safety protection for pedestrians), and the possible increase in the FAR to the level it seems to be agreed to as the ACCEPTABLE NORM FOR REDEVELOPMENT INCENTIVE.

These are my comments, to date, for your consideration.

Ralph Peck

Mark W Stuckelman
1136 Luneta Drive
Del Mar, CA 92014
(858) 755-5610

RECEIVED
MAY 4 2012
City of Del Mar
Planning Department

May 3, 2012

City of Del Mar
Planning and Community Development Department
1050 Camino del Mar
Del Mar, CA 92014

RE: Comments on the Draft Specific Plan

To Whom It May Concern:

I'm against having 30 foot buildings on the west side of Camino Del Mar. These structures will block views, sunlight and ocean breezes. These taller buildings will create a tunneling effect in the Village and fundamentally change the character of Del Mar. I'm not talking only about the visual character. Del mar is a unique, cozy, quiet beach community. If the plan is implemented, it will become a generic, concentrated urban center, just what SANDAG wants. But is that what the residents of Del Mar want?

Furthermore, I have little confidence that the Design Review Board will protect residential views. The criteria that the DRB will use to evaluate view blockage and visual character haven't been specified. These criteria will be, in any case, highly subjective, and the DRB could easily fall under the control of developers and commercial property owners.

Additionally, while I am supportive of increasing FAR, I have serious concerns regarding increased FAR for many of the exceptional public benefits listed in the Specific Plan. Residential units are not an exceptional public benefit. Inclusion of a single very low income apartment should not justify a 40% increase in the size of a building (actually 200% versus what is currently allowed).

Developers will easily take advantage of the added FAR allowed under EPB and will build to the 1.5 maximum. This will result in buildings over 3 times larger than what currently exists. The added congestion from 140 apartments, 43 additional hotel rooms and a nearly tripling of retail and restaurant space will dramatically increase noise and air pollution and ocean runoff despite mitigation measures. This is not appropriate in a fragile coastal environment.

Development could still be encouraged with much more modest changes that wouldn't have as negative impact on the Village. City representatives have stated that commercial property owners have little incentive to develop existing structures which already exceed 14 feet and 0.45 FAR. This could be addressed easily by grandfathering existing height and FAR. I've never understood the logic that because we have some buildings that already exceed current limits we should build more.

City representative have also stated that 14 feet buildings don't allow modern retail stores with high ceilings. So why not increase the height limit to 16 or 18 feet? Second floors aren't needed to encourage retail. In fact, second floors will likely discourage retail development. Developers aren't going to put in ground floor retail space with high ceilings when second floor apartments can be sold for millions of dollars. The money is going to go into the apartments and the retail space will likely be far from modern.

I'm supportive of revitalizing downtown. However, it needs to be done in a sensible way that maintains the character of Del Mar and protects our environment. I urge you to reconsider including 30 foot buildings on the west side of Camino del Mar and 1.5 FAR in the Specific Plan.

Sincerely,



Mark Stuckelman

Mark W Stuckelman
1136 Luneta Drive
Del Mar, CA 92014
(858) 755-5610

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MAY 4 2012
City of Del Mar
Planning Department

May 3, 2012

City of Del Mar
Planning and Community Development Department
1050 Camino del Mar
Del Mar, CA 92014

RE: Comments on Draft EIR

To Whom It May Concern:

Please find below my comments on the Village Specific Plan Draft EIR

Air Quality

Table 4.2-6 in the EIR says that air pollution will more than double in Del Mar as a result of the Specific Plan. An arbitrary and inappropriate standard is used to conclude that this increase in air pollution is not significant.

1. SDAPCD Rules 20.2 and 20.3 only apply to large, stationary sources of pollution such as factories and power plants. It is completely irrelevant to the mobile sources of emissions that will be the main source of increased air pollution in Del Mar.
2. SDAPCD Rules 20.2 and 20.3 apply uniformly in San Diego County. Increased air pollution that that may not be significant in an industrial area in Santee may very well be significant in a dense coastal community such as Del Mar. A higher standard should be applied here.
3. The thresholds specified in SDAPCD Rules 20.2 and 20.3 are not for determining if an increase in air pollution is significant. In fact the word "significant" does not appear in either rule. It's simply a threshold for requiring additional information and analysis.
4. A doubling of air pollution would be considered highly significant in any elementary statistics course.

Noise

Why did the EIR not estimate and address the increased noise, beyond that created by traffic, from new apartments, restaurants and bars? I'm talking about noise created by people entering and leaving buildings, parking their cars, talking on the street, having parties in their apartments with the windows open, etc. As anyone who has stood in front of Jimmy O's, En Fuego or Sbicca on a Friday night can attest, noise can be significant from a single establishment. Multiplied by the scale of the Specific Plan, it appears that the additional noise could be unbearable to residents living adjacent to the Village without violating current noise ordinances. This needs to be addressed in the EIR.

Views and Character

Section 4.1.4.1 of the EIR concludes by saying "the Plan impact at this location is considered moderate and would be less than significant." However, the firm that was hired to make this determination appears to have a different opinion. In Section 7.2 of their report, which is included as Appendix B, they state:

With the implementation of Design Review Board review, the use of story poles, setbacks, stepbacks and corner lot 45 degree chamfers on corner lots, the significant impact on scenic vistas can be lessened but they would remain significant after mitigations.

How did the EIR come to a different conclusion than the hired expert?

In Section 4.1.4.1, the EIR deems the impact on private residential scenic vistas to be less than significant based on creating strong measures in the Design Guidelines for the Design Review Board to assess views and protect these primary views from significant interruption by Village development. What are these measures? What criteria are used to determine significance? How can the EIR possibly conclude that view blockage will not be significant without knowing what these measures will be? There is also a cumulative effect here that needs to be addressed. While one project may not be deemed to significantly impact a view in itself, three less than significant projects, approved at different times, could result in a significant impact together. How will this piecemeal impact be prevented?

Thirty foot high, 1.5 FAR buildings on the west side of Camino Del Mar will block sunlight and ocean breezes and create a more enclosed feeling for pedestrians. This will change the character of the Village. The EIR claims that the visual character will be improved by newer buildings. This may be true, but it's difficult to make that determination if we don't know what those buildings are going to look like. This seems like a huge leap of faith at this point. Given this uncertainty, it is critical that Section 4.1.4.3 address the impact of the Plan on sunlight and creating a more enclosed feeling (i.e. tunneling effect).

Water Quality

Section 4.8.4.2 says that the Plan would create increased runoff pollutants, but that this would be mitigated through several storm drain system implementation strategies. However, in a scenario where Camino Del Mar remains 4 lanes, the most impactful of these mitigating measures would not be possible and a second would be very difficult to implement. Increased runoff pollutants would therefore not be mitigated. This was not properly addressed in Section 9.5.2.8. What would the increased level of pollutants in runoff be without mitigation?

Sincerely,



Mark Stuckelman

Subject: FW: Livable Streets in Carlsbad, CA

From:
Date: May 4, 2012 12:43:05 PM PDT
To: "Kathleen A. Garcia"
Subject: Fwd: Livable Streets in Carlsbad, CA

Good afternoon Kathleen,
Bryan is familiar to your engineers, he can advise you of a few tweaks to your Camino Del Mar design that will give a big payoff shortly after the project completion.

My recommendations are:
Since there are two distinct types of bicyclists,
a) fast road riders,
b) families, social cruisers and locals dropping into their favorite haunts.
Putting Sharrows on Camino Del Mar will allow the road riders to zip through without having to constantly merge in and out of traffic when passing slower bikes or parking cars. That will allow the speed of traffic to remain steady at 25mph and help prevent cars from exceeding 30mph. A pathway at the same level as and next to the side walk will allow slow bicyclists to stop, shop, enjoy the cafes without interfering with the flow of traffic on Camino Del Mar. These slow cyclists are more akin to pedestrians most of the time. Families will be safer with the children protected from traffic by the parked cars.

Paul Nevins,
Board member, San Diego County Bicycle Coalition
VP North County Cycle Club
League of American Bicyclists certified instructor
Member, City of Oceanside Bicycle and Pedestrian Committee
Member, City of Encinitas Bicycle and Pedestrian Advisory Committee

----- Forwarded message -----
From:
Date: Fri, May 4, 2012 at 12:16 PM
Subject: Fwd: Livable Streets in Carlsbad, CA
To: Kathleen Cannon

This is an issue people are really getting interested in. Dick will be the only candidate speaking about this type of community improvement. The majority of the funding comes from Federal funding currently being held hostage by the Keystone pipeline. Both the Dems and GOP are on the wrong side of this one.

----- Forwarded message -----
From: Bryan Jones
Date: Fri, May 4, 2012 at 7:53 AM

Subject: Livable Streets in Carlsbad, CA
To: Bryan Jones

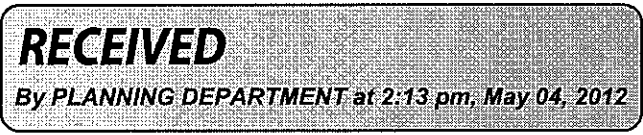
Today at the Pedestrians Count 2012 Conference in LA, I am honored to release the City of Carlsbad's newest video *Livable Streets in Carlsbad*. (The link is below is available for a sneak peek) I am also honored to be a guest speaker on Walk SanDiego's panel on Overcoming the Barriers and Obstacles to Complete Streets. This conference is unique in that it is the only event of its kind focused solely on pedestrians and it provides an opportunity for advocates, practitioners, and researchers to come together to share best practices, ask and answer questions, work to integrate data across fields, and to continue building a solid foundation for improving the pedestrian environment. Yesterday I heard great presentations from some of the most respected people in the industry and I look forward to today's sessions. Just as the conference's slogan states, "Making all communities walkable for all people" Carlsbad is focused on creating an exceptional community by providing choices in transportation that include walking, biking, driving, and public transportation. Livable Streets is an important part of creating a sense of place welcoming to everyone. In January 2012 our city council made Livable Streets a top priority. We are excited about the opportunities implementing livable streets will bring to enhancing the quality of life in Carlsbad for all those that live, work, and play in our great city.

By the way, Happy May is Bike Month as well!

I want to thank our talented communications team at the City of Carlsbad for creating this exceptional video to help tell our story in Carlsbad. We hope you will enjoy it and share it with others.

<http://www.youtube.com/watch?v=AS9VFpVWTB8&feature=youtu.be>

Bryan D. Jones, TE, PTP, AICP
Deputy Director
Transportation Department
City of Carlsbad
1635 Faraday Avenue
Carlsbad, CA 92008
www.carlsbadca.gov



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San Diego, CA 92101-4231
(619) 699-1900
Fax (619) 699-1905
www.sandag.org

April 30, 2012

File Number 3330300

Ms. Kathleen Garcia
City of Del Mar Annex
235 11th Street
Del Mar, CA 92014

Dear Ms. Garcia:

SUBJECT: Comments on the Draft Environmental Impact Report for the City of Del Mar Village Specific Plan

Thank you for the opportunity to comment on the Draft Environmental Impact Report (DEIR) for the City of Del Mar Village Specific Plan. Our comments, which are based on policies included in the Regional Comprehensive Plan (RCP) and the 2050 Regional Transportation Plan and its Sustainable Communities Strategy (2050 RTP/SCS), are submitted from a regional perspective, emphasizing the need for land use and transportation coordination and implementation of smart growth principles.

Overall, the San Diego Association of Governments (SANDAG) supports your efforts to create a pedestrian-oriented environment in the DM-1 Town Center Smart Growth Opportunity Area identified on the Smart Growth Concept Map, and to ensure that the transportation analysis reflects that priority.

In addition, SANDAG staff has several specific and general comments for your consideration. SANDAG recommends the following comments be addressed and analyzed in the DEIR. These are outlined below.

Specific Comments

DEIR – Del Mar Village Specific Plan Comments

1. 3.0 Project Description – 3.3.3.4 Transit – a. Bus Transit: First paragraph states, "Currently, bus headways are at half-hour intervals, but are planned per the 2050 RTP to increase to 15-minute intervals." Per the 2050 RTP, by 2020, headways for local bus services in key corridors will be 15 minutes and by 2035, 10 minutes. The planning horizon goes to 2035 and should consider the 2050 RTP's headways during this time period.
2. 4.14 Transportation/Traffic – 4.14.1.4 Other Mobility Systems – a. Public Transit: This paragraph states that Figure 4.14-6 has six bus stops, but only four are shown. It appears this figure does not include the entire project area. Also, there is no existing transit ridership analysis included. Please consider the recommendations in the SANDAG Regional Multimodal Transportation Analysis: Alternative Approaches for Preparing Multimodal Transportation Analysis in EIRs.

MEMBER AGENCIES

- Cities of
- Carlsbad
- Chula Vista
- Coronado
- Del Mar
- El Cajon
- Encinitas
- Escondido
- Imperial Beach
- La Mesa
- Lemon Grove
- National City
- Oceanside
- Poway
- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista
- and
- County of San Diego

ADVISORY MEMBERS

- Imperial County
- California Department of Transportation
- Metropolitan Transit System
- North County Transit District
- United States Department of Defense
- San Diego Unified Port District
- San Diego County Water Authority
- Southern California Tribal Chairmen's Association
- Mexico

3. 4.14 Transportation/Traffic – 4.14.1.4 Other Mobility Systems – b. Bicycle: The information mentions the SANDAG *Regional Bicycle Plan's* reference to the Coastal Rail Trail and recommended Class I bike path. Please consider incorporating these improvements into the Del Mar Village Specific Plan. Figure 4.14.-7 does not include the entire project area. The analysis should include existing bicycle ridership.
4. 4.14 Transportation/Traffic – 4.14.1.4 Other Mobility Systems – c. Pedestrian: Are the distances indicated in Figures 4.14-8 and 4.14-9 "as the crow flies" or street network defined? Please consider using a street network with a five-minute walking radius. Consider including the Pedestrian Master Plan as an attachment to the DEIR for reference. The analysis also should include pedestrian trips. Additionally, the pedestrian maps do not include the entire project area.
5. 4.14 Transportation/Traffic – 4.14.2 – Impact Significance Thresholds: TRAF-2 – While SANDAG has opted out of the state Congestion Management Program, this does not eliminate a congestion management process requirement. SANDAG has included Technical Appendix 20 within the 2050 RTP as a tool to comply with the federal process. Please update the paragraph at the bottom of page 4.14-25 and throughout the DEIR as necessary to reflect this process.
6. 4.14 Transportation/Traffic – 4.14.4 – Impact Analysis – Trip Generation: The information as it relates to the SANDAG (Not So) Brief Guide of Vehicular Traffic Generation Rates and the MXD Model are not clearly expressed. Please see additional comments below that should be addressed in the Traffic Impact Study (TIS) appendix.

City of Del Mar Traffic Impact Study (TIS) Comments

1. Pages 6-7 – Project Trip Generation: This table provides unclear information related to SANDAG's trip reduction rates and the MXD Model. Please consider separating this information into two tables for Existing and Proposed project. Also, consider adding the SANDAG reduction rates and MXD Model reductions alongside the columns for each driveway trip generation. Each land use trip generator should have an identifiable transit, mixed use, and/or MXD Model reduction value.

As this table and information are currently displayed, it is difficult to understand how the MXD Model is being used and how this relates to the other SANDAG reductions. The MXD Model should not be altered in any way and should only be used as its original form. In addition, the MXD Model should not be used for land uses other than residential. Lastly, the MXD Model should not be used in the event SANDAG's mixed use reductions are used, as this would be double counting trip reductions. Please provide further clarification to address these comments.

2. Page 99 – Pedestrian Analysis: see comment 4. above for c. Pedestrian..

Pages 105-111 – Bicycle Analysis: see comment 3. above for b. Bicycle. Also, please consider incorporating a street network analysis for the five-mile bicycle radius rather than the "as the crow flies" Figure 7-7: Consider expanding upon the Del Mar Community Transportation Plan within the TIS.

Pages 112 and 113 – Transit: see comment 2. above for a. Public Transit..

Draft Village Specific Plan

Chapter IV Mobility

- Page IV-4 – Figure IV-2: Consider using a street network buffer rather than the “as the crow flies” buffer.
- Page IV-6 – Average Pedestrian Counts: Consider incorporating into the TIS DEIR.
- Page IV-19 – Average Daily Cyclist Counts: Consider incorporating into the TIS DEIR.
- Page IV-21 – Bus Transit: See above comment for transit regarding 2050 RTP transit headways. In addition, please include the Rapid Bus service (Route 473 with 10-minute headways) planned for the Del Mar corridor by 2030 connecting from Oceanside to the University Towne Centre area.
- Page IV-23 – Shuttle: Consider the 2050 RTP LOSSAN corridor improvements for the COASTER. This includes the San Dieguito Bridge and Double Track and Del Mar Fairgrounds seasonal platform that will be built by 2030. Also, consider this in the DEIR TIS.
- Page VII-9 – Table VII-4 Proposed Parking Provisions: The 2050 RTP includes a tunnel for the LOSSAN corridor in Del Mar. In the event development of an underground parking structure is constructed, this structure should not preclude a future rail tunnel.

Parking:

We strongly support the City's recommendation to develop a comprehensive Parking Management Plan. A comprehensive parking plan that addresses both public and private parking will reinforce the goal of a *pedestrian-oriented district in which the influence of the automobile on the character and function of the area is minimized*. The following SANDAG resources are available to support this effort: *Parking Strategies for Smart Growth*, as well as the final draft of *Integrating Transportation Demand Management into the Planning and Development Process - A Reference for Cities* (Parking Strategies section). The City may want to consider including a demand-based approach to parking pricing. This would assist with ensuring the City's goal of a 10 percent parking vacancy rate for premium on-street parking spaces and would improve access to businesses by discouraging long-term street parking. This also would help to eliminate the problem of cruising for parking spaces, which congests streets and pollutes the air. We also support the concept of shared parking among land uses with different peak periods and suggest that the City consider allowing shared onsite parking to satisfy the parking requirements for each use. Allowing for shared parking arrangements can significantly reduce the amount of additional land needed for parking, creating more opportunities for mixed use, creative site design, and landscaping.

Vehicle Trip Reduction Strategies:

To reduce the traffic impacts associated with new development, the City may want to consider establishing a regulatory framework for including Transportation Demand Management in the development review process for the Specific Plan area. We encourage the City to establish peak hour non-single occupancy vehicle mode share goals and to require or incentivize developments to meet or contribute toward meeting those goals. This could be accomplished through a Trip Reduction Ordinance (TRO) and/or development standards that require developers to provide amenities and or incentives that encourage occupants to use alternative modes of transportation. A TRO can reinforce the following city goals and objectives:

- *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 and a commercial, cultural, and community resource for residents.*
- *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.*

Additional information on trip reduction strategies is available in the "Site Development" section of *Integrating Transportation Demand Management into the Planning and Development Process - A Reference for Cities*.

Bicycle Encouragement:

We applaud the City for including bicycle infrastructure and amenities in the Specific Plan and would encourage consideration of the use of bike corrals or a bike station in addition to, or in lieu of, bike racks. The addition of supportive programs such as bikesharing can increase mobility, reduce vehicular traffic, and assist the City with meeting their sustainability goals.

If bike racks are chosen, we suggest that not only the design of the racks complement the existing street furniture, but the rack design should be the best possible in terms of the functionality of the rack. Racks can be too short, narrow, thick, round, not deep enough, etc. If the rack does not work well, its use will be minimized and potentially frustrating to users as the bike to be locked up slips, leans, and falls.

Also, please evaluate the potential for using the best possible bicycle facilities (on-road) within the plan area and consider for use the variety of innovative methods that continue to emerge. Green bicycle lanes, bike boxes, and bike detection loop pavement markings are a few examples. For innovative, best practices in bike facilities please consider the recommendations in SANDAG's *Riding to 2050 San Diego Regional Bike Plan's Bicycle Design Guidelines* section entitled Standard Designs of Bicycle Facilities. For bike racks and parking, consider the recommendations in SANDAG's *Riding to 2050 San Diego Regional Bike Plan's Bicycle Design Guidelines* section entitled Bicycle Parking.

General Comments

Other Considerations

We appreciate the opportunity to comment on the DEIR for the City of Del Mar Village Specific Plan. We encourage the City of Del Mar, where appropriate, to evaluate the Village Specific Plan based on the following SANDAG publications: (1) *Designing for Smart Growth, Creating Great Places in the San Diego Region*; (2) *Planning and Designing for Pedestrians, Model Guidelines for the San Diego Region*; (3) *Trip Generation for Smart Growth*; (4) *Parking Strategies for Smart Growth*; (5) *Regional Multimodal Transportation Analysis: Alternative Approaches for Preparing Multimodal Transportation Analysis in EIRs*; (6) *Integrating Transportation Demand Management into the Planning and Development Process - A Reference for Cities*; and (7) *Riding to 2050, the San Diego Regional Bike Plan*. These publications can be found on our Web site at www.sandag.org/igr.

If you have any questions or concerns regarding this letter, please contact me at (619) 699-1943 or Susan.Baldwin@sandag.org or Ron Saenz at (619) 699-1922 or Ron.Saenz@sandag.org.

Sincerely,



SUSAN BALDWIN
Senior Regional Planner

SBA/RSA/dsn

Subject:

FW: Specific Plan for Del Mar

From: louise keeling

Sent: Friday, May 04, 2012 2:57 PM

To: Planning Mail Box

Subject: Specific Plan for Del Mar

Dear Planning Dept. and City Council Members,

Thanks for letting us forward our opinions on the Specific Plan. I was surprised recently that the Planning Department didn't have a copy of our 1974-75 General Plan and hadn't read the copy in the Del Mar Library. I gave them one of my copies in April and they have used some quotes from it in their Specific Plan, including " a focus of 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."

I'd like to quote some OTHER statements from this document in the "Commercial Land Use and Character" section that may have been overlooked. From page 94:

"Refreshing views of the ocean, trees, and vegetation should be preserved by limiting construction on some or all of the remaining (building sites) in the downtown area of Camino Del Mar.

and page 95 of the same section

"Building density should be in harmony with the preservation of ocean views and the atmosphere of open space."

Also , page 96 of the same section:

"As one specific item, we recommend that new construction on the west side of Camino Del Mar be limited to one story above the street level. This would preserve the view seaward from east of Cam. Del Mar. The west side down-grade will still permit a second, lower floor which could face westward.....On the west side of Camino Del Mar, an important design element should be to promote the ocean as a back-drop by making it visible to shoppers at the street level via "see-through window schemes and strategic spacing between buildings. LOT LINE CONSTRUCTION ON THE WEST SIDE OF CDM SHOULD BE PREVENTED BY INSTITUTING SIDE YARD REQUIREMENTS.(page 97, "to preserve the existing low density a bulk ordinance ratio consistent with the average existing uses should be established. "

Thanks for your patience in reading these quotes. Some proponents of the new Specific Plan (many of whom don't live in Del Mar) urge NO Floor area ratio in the downtown area, and no side yard set-backs between buildings. This idea turns against the above quotes which many of the residents cherished from our original General Plan. Newer residents also are nervous about losing the charm that exists now in downtown Del Mar. I

Our vision too was having some small apartments on existing 2nd stories, or at least limiting those to the East side....this to bring lower-income people to our community, not necessarily those who could afford expensive "condos".

Unfortunately, those of us who are genuinely worried about the Visual Impact of the new Specific Plan, may feel we must vote against it if it comes to an " up or down"

vote, even though there are parts of the plan we are pleased with. We admire so much the hard work that has gone into this new plan....Cathy and others have been easy to work with and are sincere in their efforts to be "fair" to everyone.

May I add a few suggestions that might satisfy some people.another email after this. I send good wishes,, Louise Keeling

Subject:

FW: an addition to previous message

From: louise keeling

Sent: Friday, May 04, 2012 3:56 PM

To: Planning Mail Box

Subject: an addition to previous message

Dear City Council Members and Planning Dept.

Consider this a P.S. to my previous message. Just a few hopefully helpful suggestions that some of us have discussed:

If all else fails, could an effort be made to have the owners of the more charming one-story structures, and those who have the low-slung tiled- roof two-story buildings (now lower than 26 feet) be persuaded to enter in to an Historical Building zone of some kind.? I think many community members would be willing to contribute to a fund to establish this.

And, wacky as it sounds, in lieu of a large parking lot at 11th street...(pretty far from the stores for some people), could we construct several smaller lots through-out town...similar to the Chiquita Abbot lot. These could be covered with flat solar panels and shrubbery, hiding the ugliness of a parking lot, allowing wonderful views from the side-walks, and satisfying any "green energy" program Del Mar is looking into.

Thanks for your patience,

Louise Keeling



RECEIVED
By PLANNING DEPARTMENT at 3:10 pm, May 04, 2012

May 4, 2012

Planning and Community Development Department
City of Del Mar
1050 Camino Del Mar
Del Mar, CA 92014

email planning@delmar.ca.us

Re: Del Mar Draft Program Environmental Impact Report and Draft Village Specific Plan

Dear Planning and Community Development Department:

Please accept this letter in response to the draft documents referenced above for the City of Del Mar, California in reference to Del Mar Plaza.

I have met with Adam Birnbaum, with the City of Del Mar and he presented the highlights of the project. As a result, please accept this letter as Del Mar Plaza's initial support of the "Revitalization Plan, and its request that any of the improvements or restructure of ordinances that provide businesses favorable allowances compared to the current Specific Plan are adopted for Del Mar Plaza as well.

While options outside of the Del Mar Village for shopping and dining continue to increase, it is vital that Del Mar Plaza is provided with leniency in the restrictions it is currently encumbered to combat the decrease in customers it has encountered over the last several years.

I look forward to working together with the City of Del Mar on this plan. If you have any further questions, please contact me at 858.876.1165 or Michael.Hull@MadisonMarquette.com.

Sincerely,

Madison Marquette Retail Services, Inc., Agent for
Del Mar Plaza GLL BVK Properties 2007, L.P

Michael Hull
Vice President of Management Services

MAY 4, 2012

TO PLANNING AND COMMUNITY DEVELOPMENT COMMITTEE
CITY OF DEL MAR
1050 CAMINO DEL MAR

RECOMMENDATIONS AND PARTIAL EVALUATION TO
THE DEL MAR REVITALIZATION PLAN

RECEIVED
MAY 4 2012
City of Del Mar
Planning Department

The "Village Specific Plan" as presented is not a Specific Plan but rather a Study or a Proposal with few specifics now available to be analyzed or evaluated. While the 375 pages are filed with consultants reports bought and paid for by the City and City Staff reports and evaluations that agree with the premises proposed by the City

While the City staff notes concerns by Business Owners, Property Owners and Voting Citizens the hard questions on basic issues are unanswered; real parking lay outs on Camino Del Mar, timing and commitment on the proposed 200 parking on the City Hall Site, the impact and access on the Ally on the West side from the proposed five blocks of continuous parking under two story buildings, (Phase two / the Private Realm.) The City Hall site is the Sixth Block. The Construction Mitigation and Timing for the Camino Del Mar Street Improvements. The Proposed Parking restrictions adjacent to CDM.

The usual response to hard questions is it is being studied or too expensive to be done at this time. What is available is not inspiring, the proposed CDM Street layout has 15 pedestrian crossings, 9 major and 6 minor, across the continuous two lane traffic lanes and conflicts of parking space size and required back up lanes differ with currant City Standards.

The "Village Specific Plan" is broken down into the Private and Public Realms, both of which are to be passed together to work according to the City; why does have to? With the City acting as Developer over Private Property in the "Private Realm" There are no checks and balances on the Developer by the City since the City assumes both roles. unlike the Plaza and Hotel Specific Plans Add to this the proposed "Village Specific Plan" is only a "Study" to be interpreted and implemented only by the City, with no oversight and for the next 50 years. Once implemented, like the Community Master Plan only the City has the power to change anything through City Council Resolutions.

This has far more reaching implications for the entire City than either the Plaza or the Hotel Specific Plan. More input, time and study should be done.

Carl Reinholz
Private Property Owner / Camino Del Mar

Subject: FW: Draft Village Specific Plan

From: Tina Benedict
Sent: Friday, May 04, 2012 10:56 AM
To: Adam Birnbaum
Cc: Jim; Tina Email
Subject: Draft Village Specific Plan

Adam,

Thank you for coming out to our house and presenting the Draft Village Specific Plan. You gave a very comprehensive report.

Both Jim and I are in favor the the plan as presented, with the exception of the proposed FAR of 1.0. We believe Property Owners/Developers will require a minimum FAR of 1.5.

Thank you,

Tina and Jim Benedict

Don Ellis, M.D.



May 4, 2012

Honorable Mayor Hilliard and Del Mar City Council
1050 Camino Del Mar
Del Mar, CA 92014

Re: Draft Environmental Impact Report

Dear Honorable Mayor and City Council,

The Environmental Impact Report for the Village Specific Plan appears to raise issues of negative impact and then simply dismiss them as insignificant. In my opinion, strong bias is allowing issues of significance to be glossed over and ignored.


Specifically the diminished aesthetics, diminished air quality, increased greenhouse gases and increased noise, increased traffic and increased solid waste which will result from the dramatic increase in building size do not appear acceptable. Common sense indicates that a doubling or tripling of building size will be significant no matter how significant is defined.

Specifically, the acceptance of the proposed traffic plan as adequate and with insignificant negative impact appears to be a denial of logic. Traffic flow cannot possibly be adequate as proposed but even if it were and the expected increase of overflow traffic to neighborhood streets did not occur- it is implausible that pedestrian crossing of Camino Del Mar will be safe and unlikely that it will not severely disrupt traffic flow.

Specifically, I am strongly opposed to "mixed use" with residential units in the Commercial Zone, despite substantial socialist rhetoric to the contrary. On several occasions Del Mar residents have had the enjoyment of their residential property disturbed by patrons of commercial businesses, particularly late at night. Although "mixed use" is in Vogue, we should learn from our prior experiences, not repeat the same mistakes- residential units in the Commercial Zone seems like a poor choice for Del Mar.

Thank you for your consideration of my opinions.

Sincerely,



Don Ellis, M.D.

11 th Street, Del Mar, CA 92014-0538

Ed&Rolande Fyfe

Ocean Ave., Del Mar, California 92014 ●

May 4, 2012

City of Del Mar
1050 Camino Del Mar
Del Mar, California 92014

RECEIVED
MAY 4 2012
City of Del Mar
Planning Department

Re: Public Comment on Draft Village Specific Plan

We have reviewed the Draft Village Specific Plan. We have discussed the plan with our neighbors in our immediate area, and **no one supports reducing Camino Del Mar to one-lane in each direction.**

The following are our comments based upon living at the above address for more than 12 years:

1. We strongly oppose the "Two-Lane Option on Camino Del Mar"

The City's traffic study indicates that maintaining four lanes and replacing 4-way stops with traffic signals will move traffic through the village at the same rate as two lanes and turnabouts, and both options will move traffic faster than current conditions. **Maintaining Camino Del Mar's four lanes is clearly the more reliable option for the City.**

This is a poor, short-sited plan to gain only 50 plus parking spaces for downtown. This does not begin to address our true capacity needs now and into the future, and will not turn around our true lack of parking or our "get you with a parking ticket" regional reputation.

The City's traffic planning and management **must facilitate working Del Mar residents who commute**, visitors to Del Mar who generate sales tax revenue that is vital, and service vehicles. It is impossible to accommodate these vehicles and not accommodate the vehicles of commuters just passing through.

Most importantly, our beach is a jewel. More and more people come to our beach each year, and the volume of beach-goers will never diminish, only increase. **You must FINALLY ADDRESS people coming to the beach who want to spend an entire day with us that includes the beach, shopping and dining.**

Traffic volume will remain at current levels and increase over the next 30 years, as will parking demand, therefore:

2. We strongly support the construction of one or more underground parking structures with retail above ground:

Since the City must maintain Camino Del Mar's four lanes, one or more new parking structures will provide the additional parking capacity needed now and into the future. The vacant lot where the gas station used to be is an excellent location for an **UNDERGROUND STRUCTURE WITH RETAIL ABOVE GROUND.**

3. We strongly oppose "Park Once"

We support a simple parking policy such as "After 6pm Parking" that opens all office/commercial parking in the village to the public after the business day has ended.

This is a simpler approach than "Park Once" and signage and advertising would be easier. The Park Once plan shifts the burden of parking to residents -- just build a parking structure.

4. We strongly support a simple -- residents only -- on-street parking permit

A simple on-street parking permit is needed for residents only.

An annual parking permit to be purchased only for a resident who shows valid proof of residency and a lack of physical parking at the premise. A permit(s) is tied to a property's lack of parking, not a resident's need.

A permit(s) is issued only to residents who meet both of the above conditions. If one space is available on site, and one more is needed on the street: only one permit could ever be issued for said property. If the property has no physical parking, as some do in the downtown area, a maximum of two permits could be issued per property for on-street parking.

Locations where residents could display this on-street parking permit can be defined and limited. It can be determined that permits must be adhered to vehicles or simply displayed along with the length of time vehicle could occupy the same space. Again, permits would be defined from the property officially being registered with the City and its lack of parking, and current occupant(s) validation on an annual basis. We believe that people would pay up to \$100 or more a year for such a permit.

5. We support trees and planters on Camino Del Mar

Trees are beautiful, provide shade and habitat, and hide bad architecture and poorly maintained properties, and we have both in Del Mar.

By themselves, trees will create the consistent line, height and depth down each side of Camino Del Mar that is desired. We also support new planters for their visual appeal and ability to capture storm water, and suggest the City look into curb-cuts to divert storm water. We believe that most, if not all, planters shown in Camino Del Mar's two lane configuration can be installed **without reducing Camino Del Mar to two lanes.**

6. We Oppose Two Story Development on the West Side of Camino Del Mar As Shown

We strongly support business attraction and retention.

While the text in the City plan indicates setbacks on corner lots along Camino Del Mar, the renderings in the plan either 1) do not show the setbacks on corner lots, or 2) show that the setbacks need to be larger. We are also concerned about the ability of the City to control architecture and design, based on home designs approved over the last 10 years. Rather than focusing on this development, we would suggest the City focus more on economic development strategies and collaboration with the owners of commercial properties to attract desirable stores to Del Mar and retain them. High commercial rent has forced out local, one-of-a-kind boutiques and created a village of national and regional chains. Del Mar offers a limited shopping experience. If that experience is not unique, it will not be attractive to residents and visitors.

We know businesses that left our community, two in particular, and are highly successful in our neighboring community because the City failed in business retention, and failed to help these two business stay in Del Mar!

We want a "village feel" to remain in our community.

Finally, we sincerely hope all these meetings and talk, and input will take place and not be shelved like many other plans that have been discussed, checked out and paid for with nothing ever been done.

Ed + Rolande Fyke

Michael and Lisa Uhrhammer
Stratford Court, Del Mar, California 92014 ●

May 4, 2012

City of Del Mar
1050 Camino Del Mar
Del Mar, California 92014

RECEIVED
MAY 4 2012
City of Del Mar
Planning Department

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The City's traffic planning and management **must facilitate working Del Mar residents who commute**, visitors to Del Mar who generate sales tax revenue that is vital, and service vehicles. It is impossible to accommodate these vehicles and not accommodate the vehicles of commuters just passing through.

Most importantly, our beach is a jewel. More and more people come to our beach each year, and the volume of beach-goers will never diminish, only increase. **You must FINALLY ADDRESS people coming to the beach who want to spend an entire day with us that includes the beach, shopping and dining.**

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A permit(s) is issued only to residents who meet both of the above conditions. If one space is available on site, and one more is needed on the street: only one permit could ever be issued for said property. If the property has no physical parking, as some do in the downtown area, a maximum of two permits could be issued per property for on-street parking.

Locations where residents could display this on-street parking permit can be defined and limited. It can be determined that permits must be adhered to vehicles or simply displayed along with the length of time vehicle could occupy the same the same space. Again, permits would be defined from the property officially being registered with the City and its lack of parking, and current occupant(s) validation on an annual basis. We believe people would pay up to \$100 or more a year for such a permit.

Please note: We have parking on premise where we live. This is not a permit we are advocating to benefit ourselves, but for our neighbors and friends. This has been going on informally on our section of Stratford, a car cannot occupy a specific space for more than 72 hours or a notice is placed on the windshield requiring the vehicle be moved.

5. We support trees and planters on Camino Del Mar

Trees are beautiful, provide shade and habitat, and hide bad architecture and poorly maintained properties, and we have both in Del Mar.

By themselves, trees will create the consistent line, height and depth down each side of Camino Del Mar that is desired. We also support new planters for their visual appeal and ability to capture stormwater, and suggest the City look into curb-cuts to divert stormwater. We believe that most, if not all, planters shown in Camino Del Mar's two lane configuration can be installed **without reducing Camino Del Mar to two lanes.**

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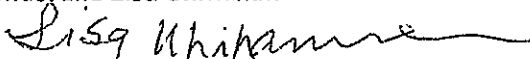
We know businesses that left our community, two in particular, and are highly successful in our neighboring community because the City failed in business retention, and failed to help these two business stay in Del Mar!

We want a "village feel" to remain in our community.

Respectfully submitted



Michael and Lisa Uhrhammer



Subject:

FW: Village Specific Plan comment

-----Original Message-----

From: Ann Dempsey

Sent: Friday, May 04, 2012 4:13 PM

To: Planning Mail Box

Subject: Village Specific Plan comment

To the Planning Commission and City Council of Del Mar,

I do not want to see the limit of 14 ft. on the west side of Camino del Mar raised to 30 ft. There seems to me to be no overwhelming benefit to the town to justify changing the Del Mar General Plan. Raising the height limit does only that. It will not guarantee low cost housing or stores that cater to the residents. That height limit in the General Plan was put in for a reason - to give visitors and residents views of the ocean which is so close. To wall it out with condos and offices seems a mistake.

I support the roundabouts proposed for Camino del Mar. But I feel there should be firm plans in place for structures to control traffic on residential streets if the roundabouts and one lane each way traffic plan should cause traffic to short cut through the neighborhoods. These would include the following:

- Traffic circles in the middle of Crest, Amphitheater and Luneta

- A chicane at the northwest corner of Van Dyke and Via Alta

- Allow parking on the south side of 15th street west of Carolina Rd. and east of the rock gutter.

I appreciate all the work and effort that has gone into this plan. I think it will be supported and can be successfully accomplished without changing the height limit on the west side.

Ann Dempsey

From: al corti [mailto:al.corti@delmarva.com]
Sent: Friday, May 04, 2012 4:03 PM
To: City Hall Mail Box; Carl Hilliard; Terry Sinnott - Private; Mark Filanc; Lee Haydu; Donald Mosier; City Manager Mail Box; Kathleen A. Garcia
Subject: Comments to the Specific Plan and Related EIR
Attachments: Final EIR Comments 5-4-12.doc

Honorable Mayor, Council and Staff,

Thank you for your efforts in bringing this Specific Plan to us. Complete, accurate, on time and on budget. No small feat and you should be commended.

Please accept my suggestions and concerns as attached as constructive and in the spirit of getting something done.

I along with hundreds of others in the Community support your efforts of the Village revitalization and will continue to do so if you remain on schedule. Bring it to us for a vote in November 2012!

I view that we are in in the red zone and am confident that as a team we can get this ball across the finish line and be a win for all of Del Mar.

Respectfully yours,

Al Corti
The CortiGilchrist Partnership, llc

COMMENTS AND RECOMMENDATIONS TO
THE DEL MAR VILLAGE SPECIFIC PLAN
AND RELATED ENVIRONMENTAL IMPACT REPORT

BY
AL CORTI
MAY 4, 2012

Residents and Property Owners, Honorable Mayor and Council Members and City Staff
of Del Mar,

The City of Del Mar is at a critical juncture in implementing a Specific Plan for the Village of Del Mar. Creating a Specific Plan for the downtown area was a goal and objective stated by the City forefathers in 1976 and as amended in 1985 and was voted overwhelmingly by the general public.

While most of the goals and objectives set forth in that plan have been successfully implemented, the goal to create a specific plan to preserve and enhance the Village of Del Mar and make it a “more pedestrian oriented environment” or to “focus major retail and office into one economically viable pedestrian oriented and attractive area” has not come to fruition.

Over the last 36 years there have been many public meetings, initiatives, committees, public outreach and studies to determine what and how to fulfill this very important goal for the City of Del Mar. Some of the more pertinent and comprehensive public efforts to implement this goal have been: the Del Mar 2000 study in 1982, Del Mar Street Scape study in 1996, Parking Master Plan study in 2000, the Long Range Planning study in 2003, the Revitalization Plan for Del Mar Village study in 2004, the Kennedy Smith study in 2007 and the Form Based Code study in 2010. I would estimate that over a \$1,000,000 has been spent over the years in this regard. Yet as a community, as leaders and staff of Del Mar, we have failed to implement the vision of the Community Plan to date. I hope that we not fail in this effort again.

The Del Mar Village Specific Plan of 2012 as presented is a culmination of all that came before us. This Specific Plan finally gives us a road map for a contiguous sidewalk in downtown and a road design which will slow traffic through Del Mar and improve the current failed Camino del Mar. It provides viable options for the commercial properties and in a manner which will encourage redevelopment, infill our vacant lots and fit harmoniously into the residential fabric surrounding it. It will increase the revenue stream to the Del Mar general fund via increased property tax, sales tax, parking revenues, transient occupancy taxes and development fees. Most importantly, it will give us a downtown we can frequent safely and with great pride. It is difficult to say that today but fortunately we have the opportunity now to make it all right with the implementation of a Specific Plan for Del Mar.

I have many comments of both concerns and recommendations to the Specific Plan and EIR and provide them as constructive ideas to help expedite the village revitalization and alleviate the fears of those that are afraid of change. Before I elaborate on the specifics of those comments though I want to thank all of you for taking the time and effort to participate in another extensive study to implement our City goals. I want to especially thank this City Council for listening to the community at large and giving us the opportunity to vote on this very important issue. My only request is that we not put this decision off again to another day or another study. You have given us the most comprehensive study to date with viable options along with the pros and cons of each option and they are before us. We only need to review them, digest them and vote what we truly believe is right for Del Mar.

You have provided me with objective information and enough to cast my vote with confidence. Please do not let another effort fail again by delaying the process.

While it was a challenge, I read the entire Village Specific plan and EIR and reviewed all the appendices. With that, I provide my comments for your thoughtful consideration.

Open Space- it appears that we now have a mechanism and even an incentive to property owners to provide more public areas for art or landscape and sidewalk improvements. They are long over do. Downtown Del Mar is unsightly, unsafe and outright difficult to navigate today. I am glad that we are attempting to fix this problem. I would recommend that more incentives be provided to those property owners that can provide public benefits to the community.

Public Views-along with the private view protections that makes Del Mar so special must be protected. I like the fact that the Specific Plan identifies these view corridor protections but I think the Plan needs to go a step further to assure the Community that they cannot be compromised in the implementation of orderly development.

Traffic- I now understand why the traffic backs up every time there is an event at the Fairgrounds or the Friday rush hour overflow from I-5. Camino Del Mar as designed today is broken, it cannot handle the traffic. Logic says that if you try to put 18,500 cars through a road which can only handle 15,500 cars, it will come to a halt and send some of the impatient drivers through our residential neighborhoods. It needs to be fixed regardless of revitalization.

Please refine the design and initiate the funding mechanism to get it done as soon as possible. I have confidence that just like the reconstruction of the Torrey Pines Bridge that we can improve Camino del Mar with little public funds from Del Mar's reserves or from any increased taxes to our Community. The sooner we make the applications, the sooner we can fix the problem.

Two Lane with Roundabouts Option- seems like a no brainer to me that if a road design can be implemented which will increase capacity by more than 65% to 26,000 cars while providing safer intersections, more area for sidewalks, more area for public amenities, wider and safer bike lanes, more public parking which will be safer and convenient than what we have today, that we would embrace it and implement it as soon as possible.

There is some skepticism that this 2 lane with roundabouts can actually handle more cars than the current plan and I suggest that you provide us with more proof that it works. I accept the recommendation since I equate the road capacity issue to my garden hose. I know I can get a lot more water through a smaller garden hose with uninterrupted flow than I can through a larger garden hose with 4 or 5 kinks. This analogy is also helpful regarding what happens with my hose with kinks...it leaks and sprays water (cars) all over the place.

I also recommend that the traffic engineers study how to discourage and prevent traffic into our residential neighborhoods along Camino Del Mar who are not residents to Del Mar but those that are just going through. It appears that the chicanes on Crest and speed bumps on Stratford and the no left turn from 3PM to 6PM efforts has helped alleviate the problem to some extent. Please try to design more safeguards to help this existing problem.

Mixed Use-my view is that there is a significant need in Del Mar for more housing such as apartments and smaller condos. They would provide an opportunity for many of the workers in our City to live and work, for our children to remain in Del Mar when they enter the work force and leave the home (perhaps there is a self serving element in this comment in that I for one do not want them back into my house and cannot afford to get them started on a home of their own in Del Mar but would love to have them close if they so desire...and they do) and the addition of this use to the Village will help fulfill a state mandated requirement that more residential product of this type be planned for in Del Mar.

In regard to the location for this product, I can think of no better area of the City to plan for this residential component than the downtown area. The mixture of uses will add vibrancy and activity to our downtown which will only help it to succeed, flourish and make it a safer environment. Where else is a better option?

I also feel that the Specific Plan does not provide sufficient incentive for the addition of the residential component. I would encourage that further incentives be provided for all added residential units in the Village not just affordable housing. I would also suggest that if a property owner does develop residential that for every unit they get approved, they pay a fee into the City's affordable housing fund which will also help the City fulfill its lawful requirements.

Mixed-use is another no brainer. It puts what we need, where we want it and in a manner which harmoniously fits into the community.

The only concern is that the approval of this component be regulated carefully. The DRO should be strengthened to ensure that the property owners in the immediate vicinity of the residential component be protected from the potential negative impacts.

FAR- the current FAR of .45 is ridiculously low by any commercial standards. In my opinion, it is the single biggest deterrent from developing in the village or redeveloping a property in downtown. Most of the properties currently in downtown exceed the .45 requirement by a large margin which makes it inequitable to property owners who cannot get the approval today. Most quaint little village communities, many which I hear from neighbors that they like such as Carmel by the Sea, Cedros, downtown Encinitas or Coronado are all between 1 and 1.5 FAR. If we want commercial development to occur, then we need to make a change to raise the FAR and not have an FAR which is a disincentive to develop.

I want to thank you for the information within the Specific Plan and EIR which provides the statistics of the existing FAR for all the properties in our downtown. I recently walked the Village from one end of town to the other and recognized that most of the buildings in our downtown which are more attractive, architecturally interesting, in good repair and well tenanted are those that exceed an FAR of .45. Conversely most of those that are .45 or less are unsightly and contribute little to our community.

The property owners who are currently at an FAR of .45 are disadvantaged in that they cannot get approval to build what the others have and as a result nothing new gets built nor is there any financial incentive for the property owners to improve their property. This is a vicious cycle in that decay will win over betterment for the community.

The increase to 1.0 is significantly better than what we have today will encourage redevelopment and I support this recommendation. However, I would suggest that more incentives be identified allowing up to a maximum FAR of 1.5 with or without a residential component in return for more public benefits.

FAR of 1.5 is still very compatible with the 2 story limitations if designed properly. In this regard, I emphasize again that the DRO needs to be strengthened to assure the community that any and all projects with a second level will not impact public or private views nor cause a privacy issue to neighbors. I vote to encourage development that we want, where we want and with the assurance that it gets done properly. I believe the Specific Plan coupled with the DRO can deliver this objective.

Public Benefits- The Community has weighed in again and wants better and more services in our downtown. They have identified better architecturally designed buildings, more affordable residential opportunities, contiguous sidewalks, safer streets, less traffic in our residential area, more public parking, more public amenities and areas for public use. These are all identified in the original Community Plan but not yet provided. If we can devise a plan which can fulfill our original goal as well as the current desires, then we will have received significant public benefit and sufficient from my perspective. Public benefits need not, nor should be geared to benefit the interests of a few or a small minority but the Community as a whole.

This Specific Plan does a good job of identifying those that benefit the Community and providing incentive to the property owners to provide them.

I would encourage that the plan be strengthened to provide enough and more incentive if necessary to deliver on these benefits.

Welcomed public and private property improvements which invoke much community pride is another public benefit which is hard to measure but the related increase of sales tax revenues, property tax, TOT, parking revenues amounting to almost \$1,000,000 annually is measurable and significant.

Del Mar's revenue stream to provide the wanted and needed services we all want are always under budget constraints. This Specific Plan benefits this community in that it stops further decay and enables us to increase our general fund coffers! I only hope that when it is realized that it is spent wisely and for the benefit of the entire community.

Height Allowance of 26 feet-the Community plan does not limit heights to the west side of Camino del Mar to 14 feet. It says that buildings in the village area should "limit the height of structures to preserve view corridors while encouraging low mass intensity structures". It appears to me that the Specific Plan is doing exactly that but being even more specific as to how it can be done and by strengthening the language that view corridors must be protected.

Many of the buildings today in downtown such as the library, Union Bank and the Donaldson buildings are great examples of quality design in a 26 foot envelope and which is not detrimental to the Community. From my perspective, I want more of them if they do not impact a view and less of the "boxy, squatty" 14 feet in height buildings currently on the west side of Camino del Mar.

I believe the DRO does a great job of making sure that we get buildings that do not have a detrimental impact on the neighbors and we should continue to rely on it. To alleviate the concerns of those that the DRO is not clear enough or strong enough in this area, I would recommend that we address it in the review of the revisions of the DRO and modify it if needed to provide the Community with the safeguards it deserves.

I think worth mentioning is that all of our residential areas are allowed to build to 26 feet and much of it is. As I walk down these smaller neighborhood streets with 26 foot high houses on both sides, I do not feel like I am in a canyon nor shaded from the properties. Actually, I think it is beautiful and the reason I live here. Perhaps our residential values continue to rise because of this fact while the properties on Camino del Mar do not.

View Rights of the Village Property Owners- the commercial properties on Camino del Mar currently do not have the same view protection rights as the residential neighborhood and in my opinion it should not be extended to them regardless of the use proposed. To be more specific, if residential uses are allowed on the second level of an approved plan in the commercial area, it should not be given the same rights as the residential areas to the east or west. First of all, they do not need them since they sit higher than the residents to the west and on a practical basis their views would not be affected. Secondly, it is a provision of approval. Therefore, if they do not like the provision, they do not have to build the second level.

More importantly, the property owners to the west of Camino del Mar have view corridor protections to the west and have a reasonable understanding of if and how they potentially block view corridors of their neighbors to the east of them. To provide view protections to any of the properties along Camino del Mar would cloud what can or cannot be done by these residents to the west of downtown and diminish their property potential and values. This is not right and cannot be allowed.

Design Guidelines- I welcome the idea that design guidelines are specifically required in the Specific Plan area. This is a major improvement to the standards today in that we have none and that the DRO basically tells you what you cannot build, it does not require specific design. Perhaps, this is why we have many buildings along Camino del Mar, approved through the DRO, which are not compatible with the neighborhood or what the Community envisions. This Specific Plan will change this to the betterment of all.

To me, it is simple, the specific plan guidelines assures the Community that we will get quality designs consistent with our vision while the current zoning can only comment to any design that comes before them.

I vote for more guidelines of what we want and strict reviews through the DRO to assure the Community that they comply.

Parking- Our current zoning requires more parking than needed for the uses preferred and then precludes the general public access to them. Seems idiotic and problematic to me and perhaps explains why we have some of the parking problems, both real and perceived.

We need more public parking in the right place and less parking spaces that the public is not allowed to use. They need to be well designed and located on the south side of town to spur development south of 14th Street. I believe the City Hall property is a prime location to create a significant pool of convenient and safe public parking and also be a catalyst to fix an eyesore and embarrassment to the City of Del Mar and provide the City Hall and related civic plaza that our residents and City workers deserve.

I think the sooner we move the redevelopment of the City Hall process along, the better for the community. It could be the catalyst to get other development to proceed in the immediate area and provide the Community the parking they want and need. It is a public benefit!

Put more public parking there and it will decrease the need for workers, visitors or shoppers to park on Stratford or any of the side Streets neighboring Camino del Mar. It too would generate parking revenue and increased sales tax revenue. Another no brainer.

Parking Ratios- I concur that the parking ratios as proposed in the Specific Plan are more than adequate to satisfy the parking needs based on the densities proposed. I would encourage us though to look at even lower requirements, one which is more compatible with the Smart Growth guidelines and downtown mixed use village requirements. In my opinion, a ratio average of more than 3 per thousand square feet of development area is a waste of precious Del Mar land.

In a true mixed use development plan as proposed in this Specific Plan which promotes walk ability, good parking management and well located public parking, it can be satisfied with a ratio of 2.5 to 3.0. Instead of more concrete and asphalt that will be underutilized, we can get more public space, plaza areas, landscaping, sidewalks, benches etc. etc.

We need to be designing more for the pedestrian and less for the vehicle.

Paid Parking- it is problematic. It discourages shoppers and visitors and creates unsightly pedestrian obstacles. I would encourage us to minimize parking costs along Camino Del Mar and implement best practices in parking management. I also am confident that human nature to overstay our time allotted at a public parking space coupled with our competent traffic enforcement officials that parking revenues will increase. Couple these revenues along with in lieu parking fees would significantly help pay for these public spaces.

Measure B-nothing has been developed since it was initiated. Perhaps it is ill serving the Community. The Specific Plan provides the Community with all the protections we sought from Measure B and will encourage development.

Conclusion- Thank you for the Specific Plan and all the information it provides. It gives me the vision and it allows me to make an educated and independent decision on the recommendations as proposed for our downtown.

I look forward to the completion of the final draft of the Specific Plan in the next few months. A Specific Plan which addresses our concerns and suggestions and the one that best allows Village Revitalization to occur and fulfill a major objective of the Community Plan and every study initiated by the public since.

I look forward to the initiative in November 2012 and truly hope that we not fail in this effort again.

Subject:

FW: Dwight minor comments on VSP

From: Dwight Worden**Date:** May 4, 2012 5:36:08 PM PDT**To:** "Kathleen A. Garcia"**Cc:** Adam Birnbaum

, Bud Emerson

, David Druker

Subject: Dwight minor comments on VSP

Kathy and Adam:

Here are couple of minor comments on the VSP. I am continuing to read through it:

1. Where things are measured based on lot size, like FAR, what is counted as the "lot"? Don't some of these lots go to the center of the alley, or perhaps to the center of side streets or even CDM? What if a lot is burdened by an easement in favor of an adjoining lot--which lot gets "credit" for that area in computing lot area for FAR and other purposes? What if a road or alley easement is on the lot? If a lot has an authorized encroachment onto adjoining property, public or private, does it get "credit" for that area in computing FAR? If it has an authorized sidewalk cafe is that area counted?
2. Where certain encroachments are permitted into CDM without an encroachment permit, how about adding a condition that they require review if they are proposed to be permanently affixed and clarifying that they remain subject to a removal order from the city. I don't think the city can, or should, grant a non-revocable right right to encroach on public property, and depending on the location, some pretty substantial and potentially permanent encroachments could be proposed. Sidewalk encroachments have in the past, generated significant controversy and reassuring the community that these will be reviewed if they are substantial and are always subject to removal would be a good thing, even where they are in the relatively small area proposed to allow them without encroachment permit..
3. Where the VSP addresses uses it talks about requirements for cultural uses (page 153), personal service uses (page 156), and retail uses (page 157) and in each case there is reference to a requirement of 51%, but it does not state 51% of what? Does it mean 51% of the total Floor area? Of the retail floor area? Of the gross revenues? Net revenues? Of the number of sales transactions? 51% of the products on site? Other? I'm not sure what it should be, but it shouldn't be left ambiguous.

Best,
Dwight



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Fax: 619-531-WALK
wsd@walksandiego.org
www.walksandiego.org

May 4, 2012

RE: Comments on City of Del Mar Village Specific Plan

To Whom It May Concern: –

WalkSanDiego would like to offer these comments on the City of Del Mar's Village Specific Plan. We appreciate this opportunity to comment.

WalkSanDiego commends the City of Del Mar for development of the Del Mar Village Specific Plan. It will serve as an excellent example for other cities, particularly on its emphasis of walking, biking, traffic calming and parking modifications within an infill environment to promote higher quality of life and economic development..

We are pleased to see the City monitor the number of bicyclists and pedestrians on Camino del Mar Road. We hope this will continue once the Village Specific Plan is implemented to provide an example to other regional cities of the increases in these modes.

Whereas there is much mention of quality of life for Del Mar residents, WalkSanDiego encourages the City to also include language on the improvement of health that will result with this project. Whereas doctors recommend 30 minutes of moderate physical activity daily, many San Diegans do not achieve this. The traffic calming components planned for this project.

In the discussion of transit (Page IV-23) , please include a policy to ensure signage does not block sidewalk or bus stop access. Ensure the waiting area around bus stop is adequate for wheelchairs.

Thank you again for this opportunity to comment. Please contact me with any questions.

Kathleen Ferrier, AICP

Policy Manager

Subject:

FW: VSP Question about caps

From: Dwight Worden

Date: May 4, 2012 11:47:58 PM PDT

To: "Kathleen A. Garcia"

, Adam Birnbaum

Subject: VSP Question about caps

Kathy and Adam:

A local resident has asked questions about the development CAP in the VSP. I assumed (perhaps incorrectly) that the roughly 600,000 s.f figure for build out was just an estimate of what the square footage would be if all properties built to the max, and not that this figure would work to limit development otherwise allowed. Anyway, here are the questions, and I am hoping you can shoot me a quick answer.

Many thanks. By the way, the more I read the Plan, the more impressed I am with the good work you both have done.

Best,
Dwight

I'm unclear about the effect and role of the maximum S.F cap concept:

- *What is the role of an overall cap on square footage that can be added in the Plan area?*
 - *If the FAR limits are lowered, would there be a lower overall cap?*
 - *What practical effect does the overall cap have on what the plan area will look like?*
 - *If there's a cap in place, and if the plan allows higher buildings on the West side of CDM, would the properties that are precluded by the cap from having a, higher FAR, still have the right to build higher, to create larger interior spaces, and therefore create the "canyon" effect we want to avoid?*
 - *If the cap has been reached, what rights does a property owner have to develop their property?*
 - *Are they precluded from adding any additional square footage?*
 - *Is it legally enforceable to preclude a property owner from building up to the default FAR, because other property owners used up the incremental additional square footage provided by the cap?*
 - *If a property is non-conforming because it already exceeds the new FAR, what FAR would it be allowed if the property had to be rebuilt?*
 - *Summarize how the cap relates to the theoretical square footage allowed by the default FAR*

- *Current S.F. =X*
- *S.F. limit per the cap =X +?*
- *Theoretical S.F. if the default FAR were built out throughout the entire area*

Subject:

FW: Upcoming Village Specific Plan Events

From:

Sent: Thursday, May 03, 2012 7:59 PM

To: Webmaster

Subject: RE: Upcoming Village Specific Plan Events

City changes:

I am totally against the one lane roundabouts for our city! I just can not see how 15th street corner can work with all the traffic demands of pedestrians, beach goers, post office parking, and bikes (of which I have heard over 900 bikes can go thru on a Sat. morn). Increasing the FIR and height is only bring more congestion. Its not a solution it only adds to the congestion.

Ann Ray

From: Donald Mosier
Sent: Friday, March 23, 2012 1:08 PM
To: Kathleen A. Garcia
Subject: Specific Plan comments

Kathy,

I am really impressed with the document as I read through it. I am up to page 99 of the pdf file, page IV-19. On that page, the text about bicycle traffic volume appears to conflict with the graphic. I suspect the colors were switched for northbound vs. southbound in the figure, but it could be that the text is wrong.

That this is the first minor problem I have seen is amazing, and it is a minor point that has no real impact on the plan adoption.

My only flinch was seeing the narrow sidewalk on 15th Street in front of Del Mar Pizza. I was on the Council when that project was approved, and I tried to get that design changed after it was already constructed. I think we need to take out the plantings along the curb and get back a foot wider sidewalk.

Congratulations on a good job.

Don

--

Donald Mosier
Councilmember
City of Del Mar

Village Specific Plan Comment

FROM: Mr. Brad Shoan, owner of 915 Camino del Mar

Per telephone conversation with K. Garcia

Mr. Shoan expressed his agreement with all aspects of the Plan with the exception of the increased height on the west side of Camino del Mar. As a commercial property owner, his building would be substantially affected if the ocean views were lost from his commercial suites and the three outdoor decks. He urges City Council to maintain the lower, 14-foot height on the west side, in particular in the 900 block.

DEPARTMENT OF TRANSPORTATION

DISTRICT 11, DIVISION OF PLANNING

4050 TAYLOR STREET, M.S. 240

SAN DIEGO, CA 92110

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Del Mar Village Specific Plan

DPEIR / SCH #2011121069

Ms. Kathleen A. Garcia
City of Del Mar
Planning and Community Development Dept.
1050 Camino del Mar
Del Mar, CA 92104

RECEIVED

MAY 9 2012

City of Del Mar
Planning Department

Dear Ms. Garcia:

The California Department of Transportation (Caltrans) appreciates the opportunity to review the Draft Program Environmental Impact Report (DPEIR) for the Del Mar Village Specific Plan (SCH #2011121069). Caltrans has the following comments:

- The project trip generation is unclear related to SANDAG's trip reduction rates, and the Mixed Use Trip Generation (MXD) Model. The MXD Model should not be used in the event SANDAG's mixed use reductions are used as this would be double counting trip reductions. Please provide further clarification to address these comments.
- The Level of Service (LOS) at the I-5 ramps at Del Mar Heights Road, and Via de la Valle are different when compared to other studies recently done for these interchanges. These studies include the I-5 North Coast HOV/Managed Lanes (I-5 NCC) Draft Environmental Impact Report (DEIR)/Existing Conditions Traffic Analysis dated March 8, 2006, and the proposed One Paseo project DEIR/Traffic Impact Analysis dated May 23, 2012. Please explain these discrepancies.

| <u>Location</u> | <u>Del Mar Village SP LOS</u> | <u>I-5 NCC LOS</u> | <u>One Paseo project LOS</u> |
|---|-------------------------------|--------------------|------------------------------|
| I-5 NB Off-ramp/ Del Mar Heights Rd. | C/B - AM/PM peak | C/D - AM/PM peak | D - AM/PM peak |
| I-5 SB Off-ramp/ Del Mar Heights Rd. | A - AM/PM peak | B - AM/PM peak | C - AM/PM peak |
| I-5 NB Off-ramp/ Via de la Valle | A - AM/PM peak | C/B - AM/PM peak | |
| I-5 SB Off-ramp/ Via de la Valle | A - AM/PM peak | B/C - AM/PM peak | |

- According to Appendix C Traffic Count Data, the existing Peak Hour Volumes (Vol.) appear low compared to Caltrans volumes in January 2008 at the following locations:

| <u>Location</u> | <u>Del Mar Village SP Vol.</u> | <u>Caltrans Vol.</u> |
|--|--------------------------------|----------------------|
| I-5 NB Off-ramp to Del Mar Heights Rd. | 1181 AM peak | 1548 AM peak |
| I-5 SB Off-ramp to Villa de la Valle | 348 AM peak | 543 AM peak |

- The Synchro Highway Capacity Manual (HCM) Report for Del Mar Heights Rd. and I-5 NB Exit (Off) ramps were mislabeled as "On-Ramp," please make appropriate corrections.
- For Traffic Impact Analysis, all state-owned signalized intersection affected by this project shall be analyzed using the Intersecting Lane Vehicles (ILV) procedure per Highway Design Manual (HDM), Topic 406, Page 400-430. ILV sheets should include the date that the calculations were performed or reference the revision date of the specific plan. Please submit ILV calculations for the I-5 SB Exit ramp to Villa de la Valle and I-5 NB Exit ramp to Del Mar Heights Rd.

Bicycle, Pedestrian, Public Transit:

The Del Mar Village Specific Plan focuses on making the commercial core of the City of Del Mar a better environment for pedestrians, bicyclists, and transit users. Caltrans is supportive of these goals. These goals are strengthened by the specified measures of increasing sidewalk width, increasing bicycle parking, and widening bike lanes on Camino del Mar to 6 ft.

All three proposed alternatives (no build, additional signals at 11th and 13th, or the two lane roundabout concept) could provide a high quality pedestrian and bicycle environment. The roundabout alternative appears to offer the greatest advantages, as it would provide for calmed vehicle flow while reducing pedestrian crossing distances and increasing on-street parking. The roundabout alternative should consider the FHWA roundabout technical guidance (FHWA-SA-10-006), placing bicycle ramps near the entrances of the roundabouts, and an area that is easily navigable by bicycles. To improve lines-of-sight for vehicles exiting parking spaces, back-in angle parking along Camino del Mar is recommended.

Ms. Garcia, City of Del Mar
May 9, 2012
Page 3

If you have any questions, please contact Leila Ibrahim of the Development Review branch at (619) 688-6802.

Sincerely,

A handwritten signature in black ink, appearing to be 'Jacob Armstrong', written over a horizontal line.

For
JACOB ARMSTRONG, Branch Chief
Development Review Branch

PAGE 3 OF 3