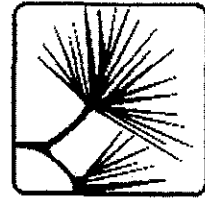


City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director
Via Mark Ochendusko, Interim City Manager *mg*

DATE: November 14, 2011

SUBJECT: Progress Report on Village Specific Plan and Findings from the Public Workshop, Open House and Survey

REQUESTED ACTION/RECOMMENDATION:

Receive report and provide input on the results of the Alternatives Analysis and direction for the project description of the Village Specific Plan.

EXECUTIVE SUMMARY:

Staff and consultants have been completing tasks associated with the Village Specific Plan and Environmental Impact Report (EIR) according to the schedule. To date, staff has developed and implemented the initial Outreach Plan, including Community Conversations; developed alternatives; conducted the second round of Community Conversations including a City Council Workshop and Open Houses; analyzed the workshop and survey data and provided findings; and is underway on the EIR, including drafts of the Existing Conditions Report and preparation of planning documents.

In addition to the progress on overall tasks, City Council will be reviewing the outcome of the Community Conversations for input and direction into the project description. Members of the community have indicated their preferences on goals, measures of success, land use, the public realm including the configuration of Camino del Mar, and development parcels, including development area, height and initial parking considerations. Staff is recommending that, based upon community preference, City Council directs staff to develop a project description that explores a two-lane with roundabout configuration for Camino del Mar and development parcels that allow 26 feet on both sides of Camino del Mar. In addition, staff is recommending that the existing Floor Area Ratio (FAR) of .45 is increased to 1.0 to 1.25 for purposes of the EIR assessment. This will produce a maximum project area that could anticipate the maximum of future development for impact assessment. It should be noted that the

City Council Action:

final FAR for the Specific Plan, or other means of controlling Bulk and Mass, will be decided after the benefit of EIR assessment.

DISCUSSION/ANALYSIS:

Village Specific Plan Work Program

Staff has been actively continuing the process of revitalization planning according to the schedule put forward at the April 25, 2011, City Council meeting and now modified based upon the July 25, 2011 City Council direction to prepare a Specific Plan. This more detailed schedule is included as Attachment A. Tasks and milestones are detailed in Attachment B, and progress is noted.

Most recently, staff has:

- developed draft alternatives for conceptual private property development based upon input from the Community Conversations;
- developed draft alternatives for the public right-of-way based upon input from the Community Conversations;
- prepared materials for the second series of Community Conversations, including outreach to property owners, business owners and residents;
- conducted the Alternatives Review at a City Council workshop on October 20th, followed by an Open House on October 21st and 22nd;
- summarized comments from the Alternatives Workshop, Open House, and Community survey for findings;
- met with interested property owners upon request; and
- furthered the analysis of economic conditions, in particular, sales tax data.

Next Steps:

Next steps in the work program include:

- developing illustrative graphics of village alternatives;
- conducting the EIR work program;
- conducting technical studies on parking and traffic;
- preparing EIR baseline conditions report;
- continuing outreach to residents, property owners and businesses;
- conducting Community Conversations workshop regarding alternatives;
- facilitating a community open house as part of the Community Conversations;
- developing the Village Plan regulatory documents and CEQA documents;
- reviewing the regulatory document; and
- conducting the public vote.

Workshop and Survey Findings:

On October 20, 2011, the City of Del Mar held a regularly noticed City Council Workshop to discuss various alternatives put forward for consideration in the Village

Specific Plan. This workshop was followed by two days of Open Houses, where members of the public could view the alternatives and respond through a workshop survey. A similar survey was also posted online and was open from October 20, 2011 through November 11, 2011. Approximately 107 people attended the workshops or open houses and as of November 7th 167 people responded with their preference, either using the workbook or the online survey. While the majority of the respondents were residents of Del Mar (over 78%), the results also included responses from business owners (15%), commercial property owners (3%), and employees of Del Mar businesses (7%). Approximately 50% of the respondents also said they were frequent Del Mar shoppers or diners.

As part of the workbook and the online survey, respondents answered questions within three broad categories:

- A. Vision and Goals – affirming the direction of prior policy documents
- B. Public Realm – options for the streetscape and public property
- C. Private Development Parcels – options for development within the private properties

The responses and findings are summarized in a report entitled Summary of Findings - Community Conversations on Alternatives for the Village Specific Plan and is shown in Attachment C. Findings are generated from the data and initial direction on community preference is discussed by topic. A complete compilation of both the workbook and survey data is included in the reports' appendices, including all the community comments.

In general, there was community support for the Goals and Measures of Success as well as suggestions for additional measures. Underground parking structures, parks, residential units and boutique hotels received the strongest support as additional land uses to be allowed in the planning area. In the public realm, there was a strong preference to reconfigure Camino del Mar to two lanes with roundabouts instead of its current four-lane configuration. Wider sidewalks (10 feet and greater) and sidewalk cafes were preferred. With regards to the private development sites, there were no conclusive findings on FAR. However, there was preference to raise the height limit on the west side of Camino del Mar to 26 feet. The three architectural form elements – roof articulation, architectural features, and the use of second level step-backs – all received support. Parking results were very mixed. There was a slight preference for residential permits, a stronger preference for adding diagonal stalls and providing incentives to developers who provide public parking. Both parking signage programs and employee parking programs were seen as preferable. However, there was only an acceptance or a dislike of providing metered parking. Lowering our parking ratio to an average ratio of 3.5 had some support, but the majority was only an acceptance.

As a result of these findings, staff is recommending that we pursue those elements that are "quantifiable" and necessary to support a project description that will be assessed

as part of the environmental review process. Staff is recommending that we assess a mixed-use Village that includes multifamily residential and includes boutique hotels and the use of parking structures to accommodate parking. Within the public realm, staff is recommending that we assess Camino del Mar as a two-lane configuration with roundabouts. With regards to the private development parcels, staff is recommending that we assume a height limit of 26 feet on both sides of Camino del Mar. Development capacity will be analyzed at both 1.25 and 1.0 FAR to test the capacity of services, including traffic capacity and parking capacity as a result of the potential development. These formulas will allow us to return to City Council with a recommended project description which includes the maximum square feet of anticipated development at the completion of Specific Plan implementation.

FISCAL IMPACT:

The Village Revitalization work plan effort is included in the adopted Fiscal Years 2011-2012 and 2012-2013 Operating and Capital Budget.

ENVIRONMENTAL IMPACT:

The updates on Village Revitalization are, in themselves, not a project and not subject to CEQA. The Village Revitalization Plan will have CEQA review as part of its process, which is being initiated with a separate resolution by City Council.

ATTACHMENTS:

- Attachment A - Village Revitalization Planning Schedule
- Attachment B - Progress on Work Tasks
- Attachment C - Summary of Findings - Community Conversations on Alternatives for the Village Specific Plan

ATTACHMENT A

For City Council Report dated November 14, 2011

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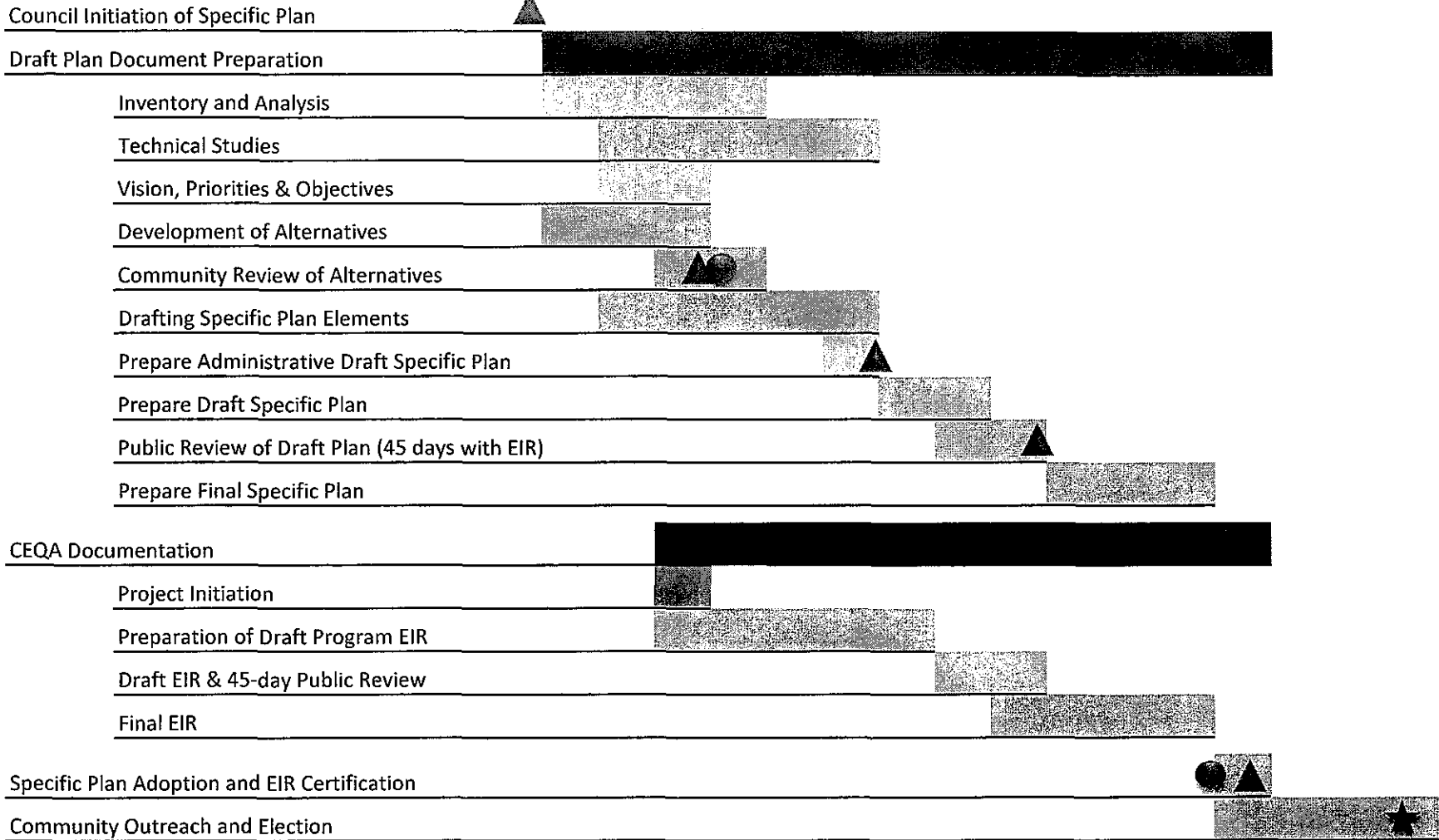
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Village Specific Plan Schedule

2011

2012

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov



Key:

- Planning Commission/DRB
- ▲ City Council Hearings/Workshops
- ★ Key Milestones

Attachment A

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ATTACHMENT B

For City Council Report dated November 14, 2011

VILLAGE SPECIFIC PLAN WORK PROGRAM TASKS

Progress Report – November 14, 2011

COMMUNITY INPUT PROGRAM

Determine Components of Community Input Program

- ✓ Develop Plan– *completed April 25, 2011.*

Prepare for Community Input Program

- ✓ Prepare Materials – *completed April 25, 2011.*
- ✓ City Council Meeting – *completed April 25, 2011.*

Implement Community Input Program

- ✓ Conduct Community Conversations – *scheduled between April 28 and June 5, 2011 – completed.*
- ✓ Business Owner and Property Owner meetings – *outreach conducted in mid-July and again in October, interested property owners have since scheduled meetings with Director. Additional outreach to follow Community Conversations and Alternative Development when development parcels are being considered.*
- ✓ Hold Planning Commission (PC) Workshop – *held July 12 as an initial workshop to discuss the preparation of a Specific Plan and the study area boundaries.*
- ✓ Hold Design Review Board (DRB) Workshop *held initial workshop on July 27 to discuss the criteria for ordinance revisions to better address review of downtown projects.*
- ✓ Conduct Community Open House –*October 20-22.*
- ✓ Post on City Webpage – *August 1, 2011 updated with a site devoted to Village Revitalization and will continue to be updated at each milestone.*
- Post Public Service Announcement (PSA) on Del Mar TV – *not developed, however workshops are running on Del Mar TV.*
- ✓ Distribute Revitalization Factsheet – *studies and information are posted on website.*

DRAFT VILLAGE SPECIFIC PLAN

- ✓ Prepare Detailed Work Program for Specific Plan and City staff.
- Define Plan Alternatives – *Alternatives have been developed for the “form” of revitalization. The first round discussed is “form”. Alternatives presented to community for input include Camino del Mar alternatives including Roundabout intersections, Pedestrian realm alternatives, Massing alternatives, Height alternatives, Setbacks and other alternatives were discussed at the October workshops. Staff will continue to develop the detail as well as procedural alternatives.*
- Prepare Draft Specific Plan per Community Input – *task initiated by staff with Council authorization on July 25, 2011 and is continuing its production according to schedule. Recently staff has refined a draft of the document outline; drafted the Project Area descriptions and Background section and is initiating drafting on regulatory sections.*

- Post PSA on Del Mar TV.
- Distribute Revitalization Factsheet.

ELECTION PREPARATION – *Summer, 2012.*

- Prepare Documents to Call Election.
- City Council Resolution Calling Election – August 6, 2012.
- Prepare Election Documents.
- Election in November 2012.

ATTACHMENT C

For City Council Report dated November 14, 2011

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Attachment C

Summary of Findings

Community Conversations on Alternatives for the Village Specific Plan

Participation: On October 20, 2011, the City of Del Mar held a regularly noticed City Council Workshop to discuss various alternatives put forward for consideration in the Village Specific Plan. This was followed by two days of Open Houses, where members of the public could view the alternatives and respond through a workshop survey. A similar survey was also posted on-line and was open from October 20, 2011 through November 11, 2011. Approximately 107 people attended the workshops or open houses (excluding city staff) according to the sign-in sheets. A total of 167¹ people responded with their preference survey, either using the workbook or the online survey. Participation is broken down in Table 1. While the majority of the respondents were residents of Del Mar (over 78%), the results also included responses from business owners (15%), commercial property owners (3%), and employees of Del Mar businesses (7%)². Approximately 50% of the respondents also said they were frequent Del Mar shoppers or diners.

Table 1.

Participation:	
Attended Workshop on October 20, 2011	47
Attended Open House on October 21-22, 2011	60
Responded with Workbook Survey	72
Responded through Online Survey (as of 11/7)	95

As part of the workbook and the online survey, respondents answered questions within three broad categories:

- A. Vision and Goals – affirming the direction of prior policy documents
- B. Public Realm – options for the streetscape and public property
- C. Private Development Parcels – options for development within the private properties

The responses are summarized below based upon the survey results as of November 7, 2011 – the date of this report. Specific comments from the community are stated as applicable and condensed into common themes. Findings are generated from the data and initial direction on community preference is discussed by topic.

A complete compilation of both the workbook and survey data is included in Appendix A and B respectively, including all the community comments.

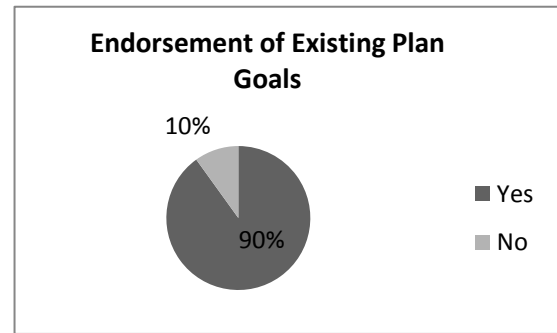
¹ Survey results collected through November 7, 2011 for this report; additional surveys after 11/07/11 will supplement findings in future documentation.

² Respondents could select all applicable categories, resulting in greater than 100% of respondents.

A. Vision and Goals

1. Vision of the Village:

Participants were asked to confirm goals and objectives stated originally in the 1976 Community Plan and repeated in various planning studies. Common themes included maintaining the Village character, improving pedestrian circulation, minimizing the impact of the automobile, improving parking, preserving and enhancing views, open spaces and public spaces, and providing an economic and functional vitality.



Responses³: The respondents in both the workshop and through the workbook and survey overwhelmingly endorsed that these are still the Del Mar goals with 90% of the respondents indicating in the affirmative. Comments in the positive included the request for additional goals, including:

- compatibility with residential neighboring areas
- recruitment of desirable businesses with neighborhood benefit and residential/local focus
- recruitment of desirable businesses with entertainment/visitor focus
- a vision that is unique to Del Mar
- implementation and prioritization focus
- specific uses such as parking, building design, architecture, sustainability, lighting
- aesthetics and view preservation, including solar access/shade
- economic viability
- on-going financial benefit to city, including infrastructure and maintenance requirements
- development impact fees for public improvements
- incentives to property owners, including tax reductions for a period of time

Comments in the negative included:

- No mixed use and need a parking structure
- A profit potential is needed for owners for redevelopment
- the economic benefits to the community rather than just the commercial property owners
- The community needs to go through the process to reaffirm the Community Plan before going any further.

Findings: While the majority of the respondents indicated a general acceptance of the goals, there is concern for the detail of the future recommendations, which is understandable at this point in the process. These will be further refined in the Specific Plan process. There is the need to better understand the economic benefit to both the property owner to revitalize and the city's fiscal responsibilities. Further actions in the Specific Plan will address the cost/benefit and economic elements. There is also the need for a business recruitment effort once the land use plan is in place to support the desired goals. This is envisioned as a potential recommended action to follow on from the Specific Plan.

³ A complete report of the Workbook responses and comments can be found in Appendix A and the report of the On-line Survey responses and comments through November 7, 2011 can be found in Appendix B.

2. Measures of Success

Because the implementation of the Specific Plan is intended to span over 25 years, the recommended actions will have indicators and timelines associated with each, in order to track progress and evaluate success. Measures of Success included those associated with Smart Growth and Village Character, Economic Prosperity, and a Healthy Environment. Participants were asked to provide other considerations that they felt were important to measure success.

Responses: The workshop respondents endorsed the measures of success and many at both the workshop and through the survey suggested additional measures including topics relating to:

Smart Growth & Village Character

- Residential / Commercial interface that successfully preserves neighborhoods
- Neighborhood impacts (parking, traffic and pedestrian) are not increased
- Preservation of historic character
- Clean up public signage and commercial signage
- Parking is available at additional sites other than city hall
- retail and restaurant increase, greater variety of both

Economic:

- Profitable shops and increase in sales tax
- Residents support local businesses
- Financial metrics as well as timeline upon which to measure.
- Financial benefit to City and residents
- The ability to build necessary infrastructure

Healthy Environment

- Pedestrian use increases, new sidewalks are constructed
- Sustainability
- Electric vehicle charging stations
- 7% reduction of greenhouse gases by 2020

General

- Metrics should be quantifiable and measurable parameters for goals “SMART GOALS”
- City must take initiative such as moving forward on a new City Hall site, parking and sidewalks
- Rent control
- Numbers of properties that actually upgrade.

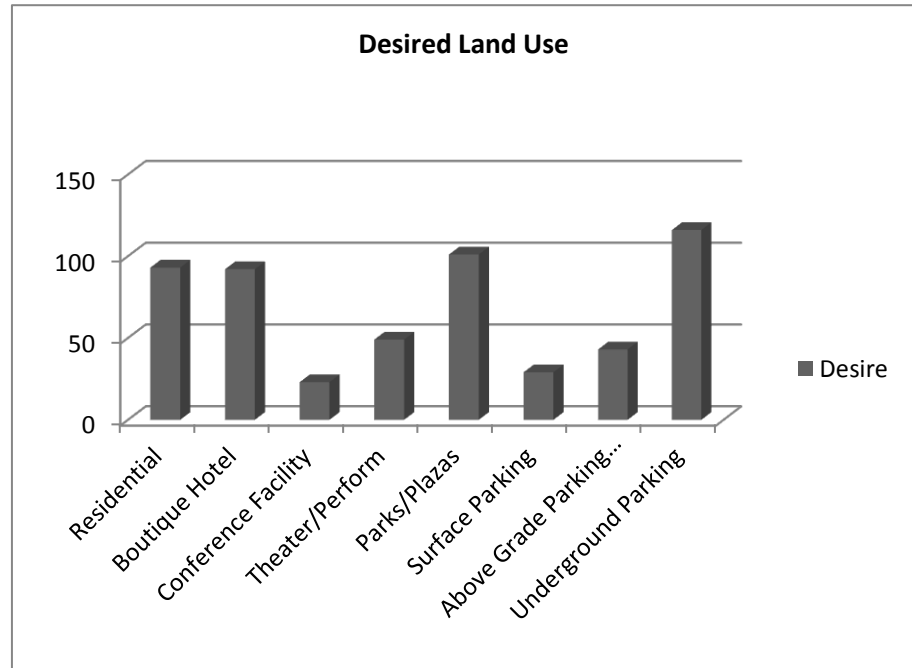
Findings:

Many used this comment section to address overall interests, concerns or general comment without being specific to a measure of success. However, many of these comments can be translated to actual benefits. The Measures of Success will be further refined during the course of the Specific Plan and the EIR and drafts brought forward for endorsement. There appears to be acceptance of the overall categories of Smart Growth/Village Character; Economic Prosperity; and Healthy Environment. Measures will be refined to include timelines for implementation as the plan develops.

3. Land Use

Within the Village, land use designations are used to control what activities are allowed to be in the Commercial District. Currently, the Village contains retail, personal services, restaurants, offices (general, medical and real estate), hotel/lodging and civic uses and only two residential units. Respondents were asked about their preference of eight (8) additional uses including: residential, boutique hotels/bed and breakfast inns; conference facilities; theater/performance space; parks, plazas and open spaces; surface parking lots; above grade parking structures and below grade parking structures. In addition, participants provided other uses to be included or excluded.

Responses: The respondents overwhelmingly supported the addition of underground parking structures and parks, plazas and open spaces. Residential units and boutique hotels also had strong support. There was some support for conference facilities, theater/performance spaces, surface parking and above grade parking structures.



Additional responses requested adding commercial uses such as sidewalk cafes, dog friendly cafes, ice cream/yogurt shops, restaurants, resident friendly businesses, family oriented restaurants, bookstores, music stores, art galleries, hardware stores, small grocery stores, and bakeries. Additional housing was requested for students, lower-income housing, apartments, condominium residential, retirement housing, or mixed use. Other requested uses included office space, university & related businesses such as meeting places, tank space, team building space, or incubator lab space, roof-top decks, consistent architecture, a pier at the foot of 15th Street, an off-leash dog park, facilities for live music, re-opening the train station, roof gardens, pedestrian bridges, and shuttle or trolley service.

Uses that were requested to be excluded consisted of “t-shirt” or souvenir shops, low end touristy shops, big box stores, auto sales, large parking areas above ground, and drive-thru facilities. One comment asked that residential not be included, in order to maximize commercial space.

Findings: Many of the desired uses are appropriate to consider as allowable uses in the Specific Plan to the degree possible, and many are already an allowed use. It should be noted that, while the zoning designation will allow the use, certain uses will be hard for Del Mar to attract due to market conditions. Many of the uses that were asked to be excluded, such as auto sales and drive-thru facilities are not currently allowed in our Central Commercial zone. The suggested pier and train station are not within the Specific Plan area.

B. Public Realm

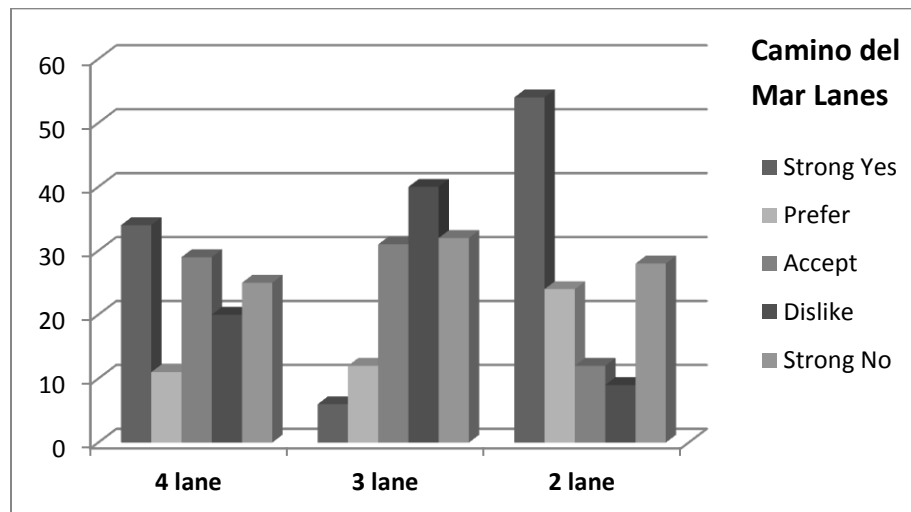
The public realm consists of those areas within public ownership, including the streets and sidewalks, the civic parcels and the open space parcels. Alternatives addressed how best to utilize the streetscape, how to prioritize the different demands of automobile and pedestrian mobility, and how to address open spaces.

4. Camino del Mar

With a limit of the 100 feet of right-of-way, participants were asked to give their preference on maintaining the four travel lanes and excluding diagonal parking; converting to three travel lanes (two lanes northbound, one lane southbound) with partial diagonal parking; or converting to two travel lanes and utilizing roundabouts rather than stop signs at key intersections.

Responses: The respondents clearly supported the two-lane with roundabouts alternative, and to a lesser extent, maintaining the four-lane road, or the status quo. Three travel lanes did not gather much support as an option. In the comments, participants suggested removing the medians to add additional sidewalk space.

Those that included comments had strong preferences, they either liked the roundabouts or they did not like them at all and did not want to see the travel lanes reduced.



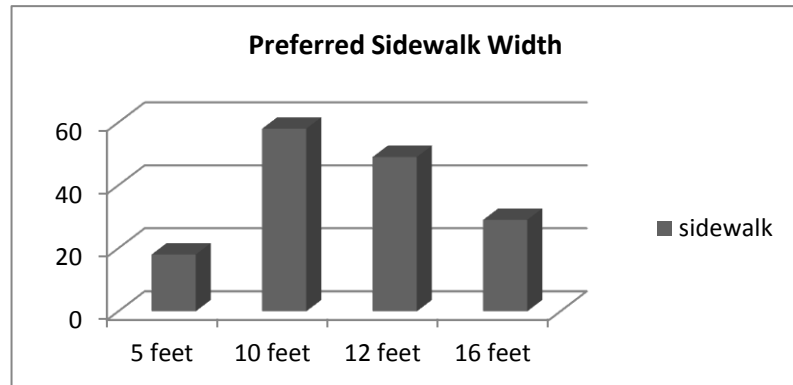
Findings: The two-lane with roundabout alternative is worthy of further study and appears to have community support. However, there are a good percentage of respondents who do not prefer the 2 lanes with roundabouts and are concerned with more congestion. The current traffic study underway with the Environmental Impact Report will address the capacity, beyond the current average daily trips, of both the four lane and two lane alternatives. If there is adequate capacity to increase the development potential and maintain a desirable traffic flow, the two lane option may be put forth as the recommended option in future decisions.

5. Public Sidewalks

Throughout the village, the majority of the sidewalks range from a minimum of 5 feet wide to 7 feet wide. In some areas sidewalks are wider, in particular where sidewalk improvements have been made at the north end of the Village. Participants were asked to state their preference of sidewalk width.

Responses: The majority of the participants preferred sidewalks that were at least 10 to 12 feet wide. While wider sidewalks garnered some support as well, there was very limited support of narrower, 5 feet walks.

Findings: A minimum sidewalk dimension of 10 feet will be addressed for viability within the Specific Plan. Based upon the decisions made in the public realm for travel lanes, a portion of this sidewalk width may need to be from private property. Areas for pedestrian furniture or other sidewalk amenities may require a wider sidewalk, which is supported.

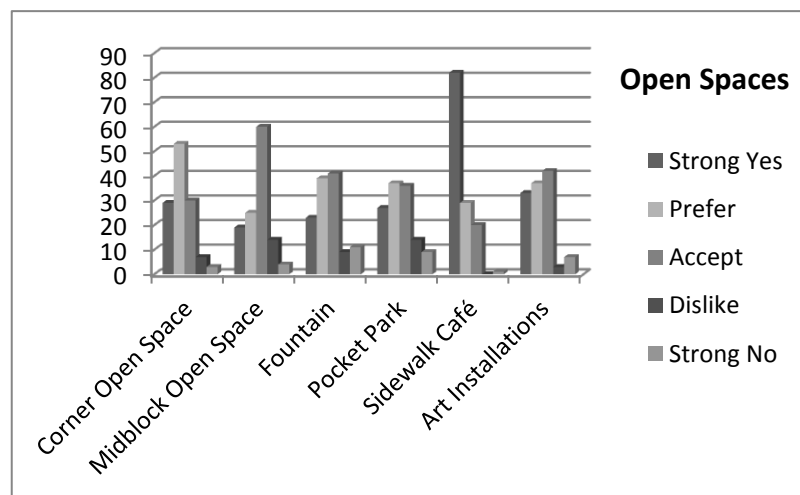


6. Open Spaces

Participants were asked their preference of various public open spaces, including corner plazas, mid-block plazas, fountains, pocket parks, outdoor or sidewalk cafes, and public art spaces or art installations.

Responses: The more desirable open spaces include sidewalk and outdoor cafes, followed by art installations and corner open spaces. While no one type was clearly disliked, fountains and pocket parks were less desirable.

Findings: The Specific Plan will look for opportunities to incorporate sidewalk cafes and other types of open spaces for the community within the downtown. Likewise, areas for art can be introduced during the planning process.



C. Private Development Sites

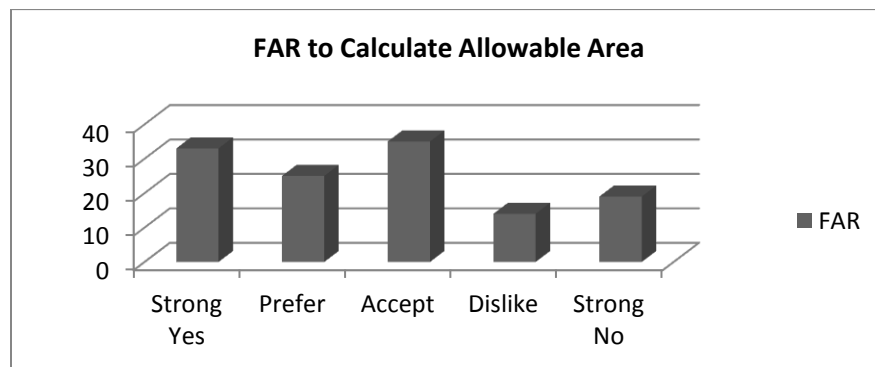
There are many issues associated with private development parcels within the Village area. Property owners and developers often cite the limited development capacities of the commercial properties as a reason they do not revitalize. Lots are generally small and narrow; zoning restricts development through floor area ratio (FAR), height limits and parking standards; and some properties are under Proposition 13 tax advantages.

For the Specific Plan, alternatives addressed the development area, height options and initial feedback on parking.

7. Buildings and Development Area

Two questions were asked regarding the development areas, one question for FAR and one regarding setbacks. The first question discussed FAR and its appropriateness for determining bulk and mass. While the question did not specifically ask what ratio was appropriate, it did ask if FAR or an alternative to FAR such as a building envelope was appropriate.

Responses: Workshop participants had more information than survey participants on this issue based upon the FAR comparison presentation at the workshop. Likewise, the wording of the questions prompted confusion amongst the participants, which resulted in mixed results. The question of, if FAR was preferred, or if an alternative was preferred was confused and nearly half of the participants did not answer the question and some commented on the confusing nature.



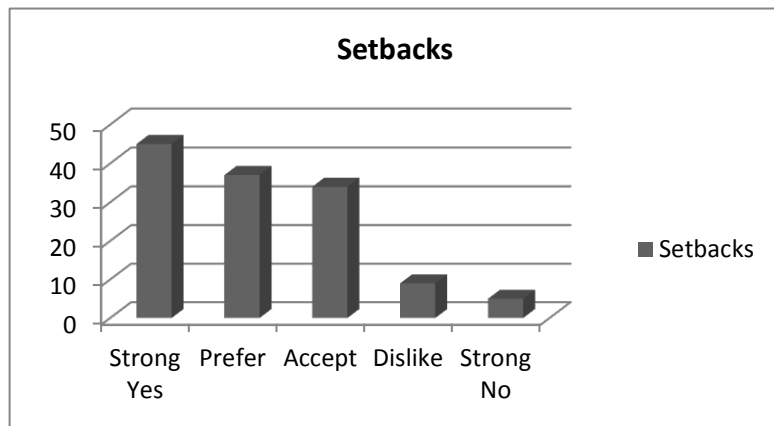
Findings: With confusion on the question, the data is inconclusive. While workshop participants tended to favor allowing a higher FAR, many also felt that FAR was not necessary if the building envelope or form was defined. Open House participants often favored FAR as a familiar method that has worked well for Del Mar. Survey participants were similar, and preferred FAR as a means of controlling allowable development.

This identifies an important consideration for the Specific Plan. Many people identified that they did not have the right information to make any decision and wanted to see what it would look like in order to make a determination. Illustrations of the various sites at different ratios as well as with other controls are necessary for complete understanding of the development parcel regulations.

The participants responded to the setback question very differently. The question was if setbacks should be used to promote outdoor spaces, particularly for outdoor dining, gathering spaces or other outdoor uses along the front façade of the building.

Responses: Workshop and survey participants were very clear on their desire to have setbacks to promote these outdoor activity areas.

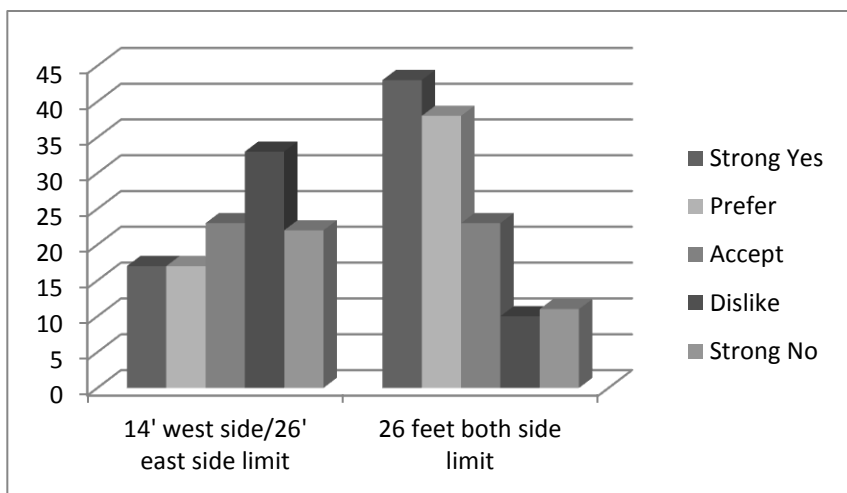
Findings: With a clear preference to utilize setbacks to promote outdoor areas along Camino del Mar, setbacks will be incorporated into the building form recommendations to support outdoor dining and gathering spaces.



8. Height Limit

The current height limit in the Central Commercial is 14 feet above Camino del Mar on the west side of the street; while the east side can develop to 26 feet. The two alternatives discussed were to maintain the 14 foot west side limit (status quo) or adopt a new limit of 26 feet on both sides of the street.

Responses: Workshop and survey participants both showed a strong preference for raising the height limit. Participants cited reasons such as: many existing west side buildings already exceeded the limit; height needed to promote housing over residential; and increase of development potential could improve retail. Concerns included buildings shading public areas, the mass and interface with adjacent residential, and potential view blockage.



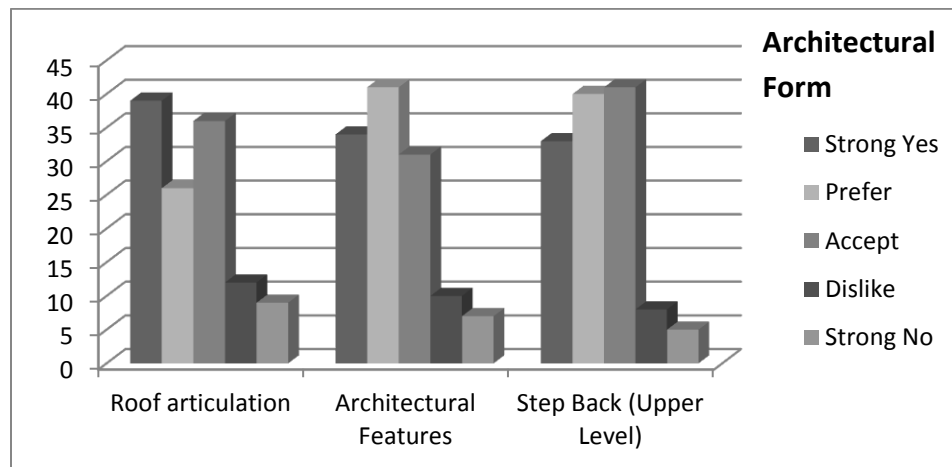
Findings: The preference for a higher, allowable height limit on the west side outweighs the lower limit; however it does reinforce the need for an analysis of view blockage. Since the specific plan will only be dealing with hypothetical building masses, the view analysis from individual residences per the Del Mar Municipal Code would have to occur at the time of plan submission. It is recommended that if the height limit is increased on the west side, Design Review be considered.

9. Architectural Form

Within the discussion on height, the survey also queried preferences on additional architectural elements and if they should be allowed to extend over the height limit. Three elements were questioned: roof elements – a roof height extension of up to four feet that allowed articulation, such as pitches, fenestration or something other than flat roofs; architectural features – such as design elements like spires, turrets, towers if acceptable to Design Review; and, second story step-backs to allow views or solar access.

Responses: Workshop and survey participants generally showed support for each of these three methods of providing architectural form.

Findings: The Specific Plan will explore appropriate guidelines for roof articulation and tower/architectural features for further discussion. The Specific Plan will also study the various locations where second level step-backs would be most appropriate.



10. Parking

The survey and workshop introduced a variety of methods to address parking. These were presented as initial preferences as additional studies are underway by both the Specific Plan EIR and TPAC. The query was designed to garner direction and preferences for these considerations.

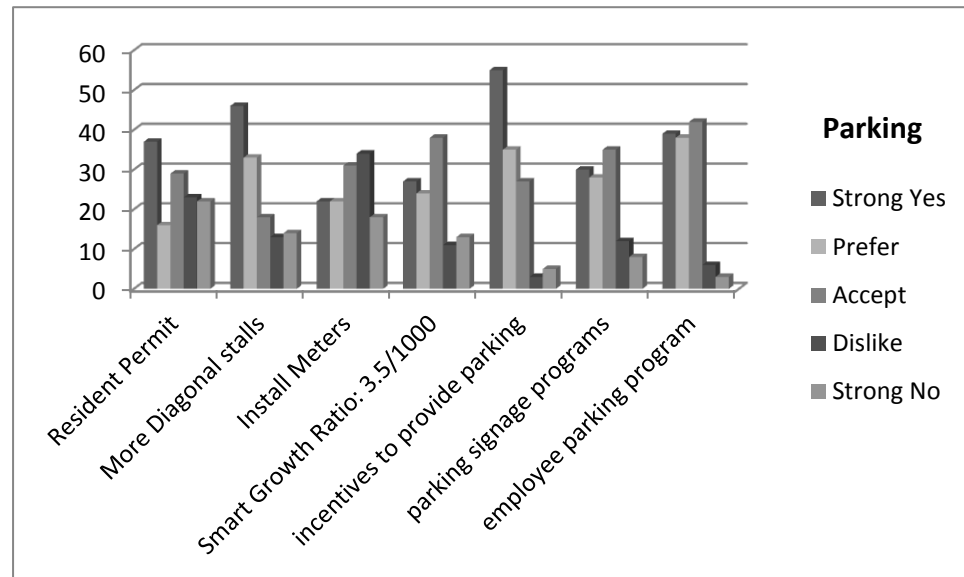
Responses: Workshop and survey participants were strongly divided on their preference for a residential permit program that is under consideration by TPAC. There was support for increasing the diagonal parking along Camino del Mar to increase the amount of public parking. There was reluctant acceptance/dislike for metered parking, with slightly more support/acceptance for considering a Smart Growth Parking Ratio rather than our current parking ratio. There was strong support for considering incentives for

private properties that provided public parking. There was general support for developing a parking signage program and much stronger support for developing an employee parking program.

Findings: Parking issues are one of the most pressing issues facing the revitalization of the

Village area. There is the need to provide adequate parking for the commercial areas in order to support the commercial activities and reduce the impact on residential streets. Likewise, there is the limited amount of space that can be devoted to parking, as well as the need to balance parking with walkability.

Each of these measures requires further investigation to understand their benefit, their cost and their impact. The Residential Permit discussion is currently underway at TPAC and Planning Commission. The streetscape solutions for Camino del Mar will look to promote diagonal parking where possible within the right-of-way. If parking meters are installed, there will need to be a much broader public outreach campaign to better understand the benefits and impacts, as there is resistance to the change. Utilizing a “smart growth” parking ratio (3.5 stalls/1000 square feet of development) has moderate support or acceptance and can be further assessed during the preparation of the Specific Plan but will require a zoning code and local coastal plan change to implement. The Specific Plan process will look to the incentives to providing public parking on private properties and what particular benefits could be afforded by this. Recommendations for the preparation of a Parking Signage Program for the commercial village will most likely be suggested as part of the Specific Plan. TPAC has indicated the need for an employee parking program and could investigate it in more depth such as is being done for the Residential permit program considerations.



Conclusion

This Summary report compiles the data collected from different forums – the community workshop, two open houses, workbooks available at both the workshop and open houses, and an online survey that replicated the workbooks.

In addition to the quantitative data that is illustrated in the charts, many of the qualitative comments have been summarized and reflected in the findings. Due to the number, similar comments have been condensed.

For those wishing to see a complete set of responses-to-date, the Workshop & Open House workbook commentary is provided in raw form in Appendix A and the On-Line Survey results and comments are provided in raw form in Appendix B. Appendix C is the workbook.

Appendix A – Workshop and Open House Workbook results

Appendix B – Online Survey results

Appendix C – Sample of Workbook

Del Mar's Village Specific Plan – Workbook as of November 7, 2011

Question 1 – Vision of the Village

Do you believe that these are still the Del Mar goals?	
Answer Options	Response Count
Yes	60
No	3
<i>answered question</i>	
63	
<i>skipped question</i>	
7	

- Should include compatibility with residential neighboring areas
- Recruitment of desirable businesses (DMVA) with neighborhood impact
- Should we aim for a vision that is unique to Del Mar?
- No mixed use and need a parking structure
- You need to allow profit potential if redevelopment is to be expected. The owners will not redevelop as a charity function
- Must have more entertainment/visitor stores. Malls have taken away residents. Building must be economically viable
- Allow versus impede public/commercial design changes. Del Mar has ruined more ____ improvements
- Emphasis on "initiate beautification"
- No more studies – implement it
- Imperative to move beyond "study's" and implement specific plan
- Yet each has to be given exact clarity
- No more studies, need to prioritize and need to define one more level down
- Parking is vital, break-up design, articulation is important.
- Parking to property owners to rebuild etc; tax reductions for a period of time
- Except no architectural theme; consistent lighting; sustainable projects – for example electric car chargers, parking for alternative vehicles such as scooters, electric carts and bicycle racks
- Aesthetics – preserve views, provide open space, prevent shading of other properties/sidewalks
- Ensure that the City doesn't incur an on-going financial burden related to new development including infrastructure and maintenance requirements
- Lighting was suggested
- Incentives to property owners. Resident oriented shops
- See what was done for downtown Grand Junction, they have free wi-fi on Main Street (submits brochure)
- Do not include residential, they always object to noise after they are built
- Incentive owners to upgrade to uses in Village Plan
- Eclectic in design – no theme, consistent lighting (down lights), parking for alternative modes of transportation (ex. bikes, scooters, electric cars, etc. Roundabout at Carmel Valley Road and other places
- Include goals to revitalize more civil/community oriented behavior by Del Mar residents – redesign objectives to "what makes a better Del Martian".
- Village in the 1976 Community Plan is much broader than the "Village Center" or "Village Specific" in the new plan. What are the economic benefits to the community? It's clear that the commercial property owners and developers will benefit from these proposed changes. Why not impose development impact fees so that the community can share some of the economic benefits and the City can use the money to underground the areas adjacent to CDM especially to the west so that the new and existing residents will have better views. Impact fees can also be sued to help pay for new city services like sewers necessary for the new residences.
- Consistent lighting theme / pedestrian / downward
- Provide a solution to moving autos that through Del Mar to get someplace else. Resident serving commercial and visitor serving businesses
- Some yes, but most NO! The community needs to go through the process to reaffirm the Community Plan before going any further. All studies since 1976 have assumed the CP is gospel-community needs to reaffirm first.
- Consists of mixed use buildings that accommodate retail and offices. It has a tight network of streets, with wide sidewalks, and buildings set close to the sidewalks

Should include compatibility with residential neighboring areas
Recruitment of desirable businesses (DMVA) with neighborhood impact
Should we aim for a vision that is unique to Del Mar?
No mixed use and need a parking structure
You need to allow profit potential if redevelopment is to be expected. The owners will not redevelop as a charity function
Must have more entertainment/visitor stores. Malls have taken away residents. Building must be economically viable
Allow versus impede public/commercial design changes.
Emphasis on "initiate beautification"
No more studies – implement it
Imperative to move beyond "study's" and implement specific plan

Question 2 – Measures of Success

What other considerations should be included in our Measures of Success:	
Answer Options	Response Count
	41
<i>answered question</i>	41
<i>skipped question</i>	31

Profit & Accessibility to shops
Residential / Commercial interface that successfully preserves neighborhoods
Neighborhood impacts (parking, traffic and pedestrian)
Residents to support local businesses
Whether the Village is useful to daily life/activities depends on whether residents and visitors come to the area more
Vibrancy of retail serving residents and visitor that creates a strong base / good design
Implementation
Agree with most of those listed
"Grandfather" historical existing buildings or preserve original _____ of old Del Mar
Clean up public signage and commercial signage
Amount of use by resident and actual development that is promoted
Culture change regarding redevelopment
Metrics
Quantifiable and measurable parameters for goals ("SMART GOALS")
Need quantifiable metrics
Financial metrics as well as timeline upon which to measure. City must take initiative such as moving forward on a new City Hall site, parking and sidewalks
Metrics for each category
Need to provide goals with a metric – want xx 70 of parcels redeveloped by yy date
Parking must be available at sites other than City Hall. Pedestrian uses must be enlarged.
Have property owners remodel and give them parking (increase) as an incentive and we should give a hardware store a break to come to town
Increase parking, friendlier Fair board and remove Tim Finnell
More mixed use
Vibrancy
Pedestrians find it easy to cross at Camino del Mar. Traffic is not stunted to Luneta, Stratford, Ocean and Crest
A community center that provides space for residential and group meetings
Agree with measures identified
After the changes happen, I would look for greater variety of retail
Central parking; achievability; retail and restaurant increase
Maintaining the charm and small village atmosphere of Del Mar

To me the elephant in the room is the high rents in the business district – if the rents were more controlled, it would be more likely to attract more interesting and successful businesses (see Sonoma Square).

More parking, better design and landscape use for properties

Impact on other neighboring business – compatible increase in tax revenue. Shore Park should not be a separated planned.

Compatibility with neighborhoods. Financial benefit to City and residents

When we see commercial properties redeveloped, need to add incentives (tax relief) to develop. Develop off-site with shuttle. Remove Tim Finnell from the Fairgrounds Board. Parking at Fairgrounds

Specify the economic benefits to the community

See something happen

Number of store front vacancies, travel times, city tax revenue, city reserves, number of property owners who actually choose to upgrade their property

The development should adequately accommodate automobiles while respecting the pedestrian and the spatial form of public areas. Make this area very focused on commercial viability

Question 3 – Land Use

Which of these additional uses are appropriate for the Village? (select as many as you wish)

Answer Options	Response Count
Residential	53
Boutique Hotel/B&Bs	43
Conference Facilities	14
Theater/Performance Space	23
Parks, Plazas and Open Spaces	52
Surface Parking Lots	13
Parking Structures (above grade)	26
Parking Structures (below grade)	59
<i>answered question</i>	64
<i>skipped question</i>	8

What other uses should be included or excluded:

Answer Options	Response Count
	18
<i>answered question</i>	18
<i>skipped question</i>	54

To address new residential mixed with retail/restaurant and potential conflict due to noise, new residential units to be conditioned for deed restriction and notice to lessees that the units are in an area of commercial, potential for noise and scents – mandatory disclosure.

Bed and Breakfast

Meeting places

Retail

Include more retail and a wider variety of retail

Office spaces and residential above retail

Conference Facilities only if multi-use and part of City Hall project

We need vibrant, modern retail with windows at streets

Apartments for different income levels – not single-family

Place for live music and an off-leash dog park

Expand/enhance retail space

Small hardware store, baker, town and country parking, and a shuttle

More retail/business

Parking structure on city hall property or Bully's property

Conference facilities within development of same site – as City Hall, Winston School. Conference area in larger office projects

Create something truly unique to Del Mar. I would like you to consider capturing all the continuous roof top space with roof top landscape (beautiful, green) and create an elevated skywalk that goes down the west side building providing a separate pedestrian path through the length of downtown, integrated with Del Mar City Hall parking structure; enhancing (views, mobility, safety, access to each business along route) including necessary pedestrian bridges (maybe pedicabs).

Developers should be required to provide two spaces per new residence

Don't include residential, make the downtown core as commercially viable as possible

Question 4 – Public Realm / Camino del Mar

Please rate Alternative 1 - Four Travel Lanes						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #1 - 4 Travel Lanes	16	4	10	10	12	52
<i>answered question</i>						52
<i>skipped question</i>						20

Please rate Alternative 2 - Three Travel Lanes, 2 northbound; 1 southbound						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #2 - 3 Travel Lanes	16	5	17	19	9	66
<i>answered question</i>						66
<i>skipped question</i>						6

Please Rate Alternative 3 - Two Travel Lanes with Roundabouts						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #3 - 2 Travel Lanes	28	12	8	7	6	61
<i>answered question</i>						61
<i>skipped question</i>						11

Can we superimpose the new dimensions over the existing? Photo simulations.

Need two left turn lanes south bound and CDM and Del Mar Heights Road

Get rid of median

Remove median, add sidewalks and leave four lanes

Prefer option with most lanes and parking possible

No median

Pedestrian crossings / what about skywalks?

Remove medians to get wider sidewalks and need continuous sidewalks

Needs more study; roundabouts are intriguing but what about emergency vehicles and shunting traffic onto parallel side streets; Del Mar should not have a typical urban feel. Review existing streetscape plans/approached in Community Plan, DM 2000 and Streetscape Plan/approach in TPAC file

Two travel lanes and roundabout may be acceptable after conversations. Remove medians.

Remove median

Question 5 - Sidewalks

Which of the following alternatives do you think is appropriate for achieving the Community Plan's "Vision" for the downtown village?	
Answer Options	Response Count
5 feet wide - Current condition in some locations of the village. Typical of residential areas.	7
10 feet wide - Absolute minimum for a pedestrian oriented commercial area. Would not accommodate all recommended sidewalk "zones" listed above.	35
12 feet wide - The realistic minimum width to accommodate the recommended sidewalk "zones" listed above. May require some encroachment onto private property.	21
16 feet wide - The ideal sidewalk width to accommodate the recommended sidewalk "zones" listed above. Will require encroachment onto private property.	17
	<i>answered question</i> 70
	<i>skipped question</i> 2

Wide sidewalks / no median

Need continuous sidewalks and better landscaping

Seven feet sidewalks would also be acceptable

Must give additional FAR if you take private property

Do not fill up space with too many furnishings – defeats the walkability goal

Whichever width is chosen for sidewalks, they should be used by pedestrians and not creating bottlenecks like at Del Mar Pizza

Question 6 – Open Space

Please Rate the following Open Spaces in the Village.						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Corner Plazas	18	20	16	4	2	60
Mid-Block Plazas	11	9	33	8	2	63
Fountains	11	16	23	4	5	59
Pocket Parks	12	19	19	6	6	62
Outdoor Cafes	43	15	10	0	0	68
Public Art Spaces	17	17	21	1	5	61
						<i>answered question</i> 70
						<i>skipped question</i> 2

Plazas can be useful only if they have a use such as tables and cafes

Sidewalk vitality is more important than designated public spaces

Corner plazas and mid-block plazas are appropriate when adjacent to restaurant and retail space, otherwise typically not use

Fountains always need repaired. Add public bathrooms under supervision

Question 7 – Development Parcels

Should Floor Area Ratio be used to calculate bulk and mass						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Please rate your preference	12	12	14	10	18	66
<i>answered question</i>						66
<i>skipped question</i>						6

Should setbacks be used in the Village to promote areas for outside dining, gathering spaces or other outdoor uses along the front façade of the building?						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Please rate your preference	18	19	20	5	4	66
<i>answered question</i>						66
<i>skipped question</i>						6

Please rate Alternative 1 - Height Limit: 26 feet east side; 14 feet west side						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #1	9	7	4	20	13	53
<i>answered question</i>						53
<i>skipped question</i>						19

Please rate Alternative 2 - Height Limit: 26 feet both sides						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #2	30	20	8	1	5	64
<i>answered question</i>						64
<i>skipped question</i>						8

Please rate the following						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Roof Articulation	25	15	17	4	3	64
<i>answered question</i>						64
<i>skipped question</i>						8

Please rate the following						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Architectural Features	21	27	11	2	0	61
<i>answered question</i>						61
<i>skipped question</i>						11

Please Rate the following						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Step-Backs	16	22	18	5	3	64
<i>answered question</i>						64
<i>skipped question</i>						8

Need to make sure the alternative still provides same for property owners.

Increase

Architectural features need to require DRB review.

Step back for second floor when needed for solar or opening views

Much higher than .45? 1.0? 1.5? 2.0? and maybe some setbacks

Setbacks to promote outdoor spaces – best at corners for opening views

NO FAR control of building envelope discretionary review for view blockage

Height and FAR can be anything as long as parking, privacy and views (uphill) can be accommodated

Items listed are valuable to create interest, however, they should be in proportion to the surrounding commercial properties – objective should be to create “points of interest” not “dead zones”

Smart Growth does not work unless you have viable mass and public transportation and Del Mar doesn't have either. Good architects can take advantage of the slope; businesses can be located on the lower level as in many European towns. Consider the views from the perspective of the pedestrian – not the driver.

This makes for a pedestrian-oriented town.

Need to ensure developers have certainty. 100% FAR like Cedros.

Question 8 - Parking

Please rate each alternative.						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Residential Permit	20	12	15	13	8	68
Increase Diagonal Parking	27	17	10	6	4	64
Install On-Street Meters	11	14	20	13	10	68
Smart Growth Standards	16	10	20	4	7	57
Incentives	36	19	9	2	2	68
Signage	20	15	14	5	5	59
Employee Parking	25	22	18	2	2	69
<i>answered question</i>						69
<i>skipped question</i>						3

Develop a parking structure

Park and Pay for non-residents

We don't have the space to utilize smart growth, missed us parking standards

No more signs

Appendix A

Must eliminate or drastically reduce on-site parking (study Carmel Code)

Metered parking could discourage someone from a quick visit to their favorite retailer

Permit parking program should be citywide

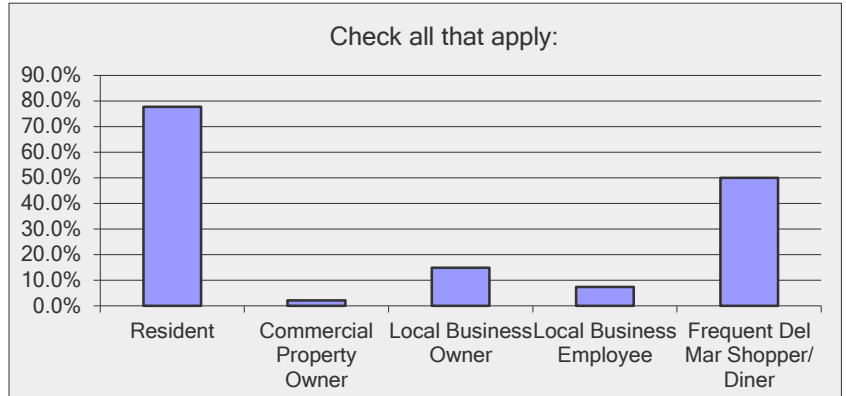
Really believe parking is the key to everything. Need consistency and of course more parking

If residential permits are required, it should be city-wide as limiting it to surrounding streets just cause people to park on streets where permits are not required

Del Mar’s Village Specific Plan – Internet Survey as of November 7, 2011

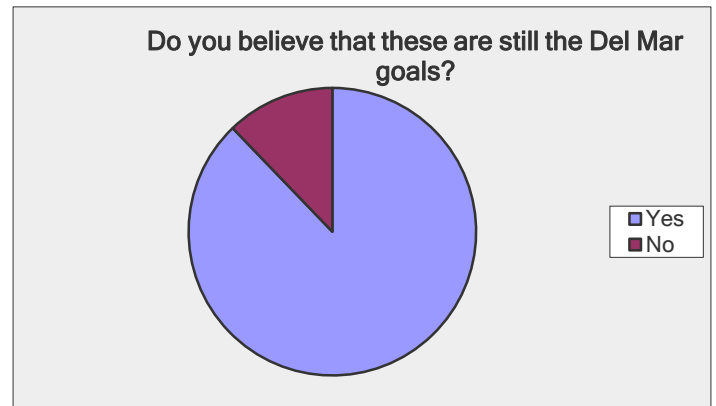
Break Down of Responses:

Resident	77.7%	73
Commercial Property Owner	2.1%	2
Local Business Owner	14.9%	14
Local Business Employee	7.4%	7
Frequent Del Mar Shopper/ Diner	50.0%	47
<i>answered question</i>		94
<i>skipped question</i>		1



Question 1 – Vision of the Village

Do you believe that these are still the Del Mar goals?		
Answer Options	Response Percent	Response Count
Yes	87.8%	72
No	12.2%	10
<i>answered question</i>		82
<i>skipped question</i>		13



Question 2 – Measures of Success

What other considerations should be included in our Measures of Success:	
Answer Options	Response Count
	39
<i>answered question</i>	39
<i>skipped question</i>	56

The above are good
The Village is a mix of uses that are used by the residents and not just for tourists. Public spaces promote public gatherings of residents- -such as farmers markets, crafts fairs , art walks, outdoor concerts, etc.
The quality of the lives in the neighborhoods next to the commercial district i.e. noise, congestion, leaving and returning.
Strive to Improve charm and maintain strong differentiation from other neighboring towns.
I believe walkability and parking are key, but I would not focus so much on getting rid of cars and traffic. People need to be able to get to Del Mar and local people can't always walk to business, especially when shopping - carrying groceries or shopping bags.
Old/ugly downtown buildings are updated
Larger, faster traffic flows
A plan for pedestrian circulation is adopted and funded by the City Council.
Parking is not adequate at all! Need to eliminate median and create angled parking also need to build parking structure so that more visitors can visit and spend money. Del mar not very inviting to visitors because of this plus I think parking tickets and hassle involved parking discourages more visits.
The financial strength of the city, the ability to build necessary infrastructure without holding community fund raisers, having business that succeed in the city because they do so based on consumer demand, applying a cost to visitors who enjoy Del Mar without using our businesses or paying for parking and do not share in the cost of the safety & infrastructure provided by the residents
Economic survival of the City of Del Mar
Low turnover of business occupancies because of the prosperous attitude toward the business community.
A parking structure that's reasonable and that people can park themselves, convenience in and out
That changes in downtown traffic conditions do not impact any residential area
If you want measures for success DO NOT PUT ROUNDABOUTS IN. It caused us to have to close our La Jolla location because of the excessive time it took to get the roundabouts constructed and in use.
Green-scaping of the pedestrian walkways and public spaces is provided.
Resident-serving retail and commercial uses are increased
Sustainability
A welcoming and friendly atmosphere to locals and visitors, a locally enjoyed business atmosphere.
The market two which sales revenues are equal to or exceed should be measured against not only Carmel Valley, Rancho Santa Fe, Solana Beach, Encinitas, and La Jolla, but also other California Beach cities. All of these goals should be able to be achieved while at the same time keeping taxes and fees at or below the market level (as compared to in the neighboring cities mentioned above). Sales revenues mean nothing if the businesses end up netting much less as a result of high fees.
Electric vehicle charging stations to accommodate the growing number of EVs in the community (there are many EVs in Carmel Valley and Encinitas, and these people will likely drive to Del Mar). Educational signage to highlight environmental improvements--it would be great to have a walking "tour" of some native landscaping, efficient irrigation, energy efficiency lighting, recycled/reused materials, etc.
That residents of the north end of the city need to use Camino del Mar as a main road so the eliminating of traffic lanes is an unreasonable expectation. And who is going to keep others from traveling thru DM thus using Camino Del Mar. It is unrealistic to expect traffic to not travel thru the city so by narrowing Camino Del Mar more drivers will travel on Stratford or Crest.....again not a desired result.
I think the Shores Property should be incorporated into the plan. Gearing a large percentage of this park towards families will have a positive impact on the continued vitality of the city, increase property values, result in greater sales tax revenues in shops and restaurants, and create a healthy environment for all.
Architecture is varied and diverse. environment is inviting and vibrant
Follow through on goals
Really? We just want a more appealing/updated downtown that has friendly sidewalks with attractive stores and shopping...
7% reduction in GHG by 2020.
RESIDENT SATISFACTION. Are you happy? Suggestions....
Mixed-used on property redevelopment to include residential.
Traffic. Lessen the desirability of Del Mar being used as a bypass to the freeway.
residents needs and desires

Appendix B

Appealing to locals demographic is of utmost interest.

Sheriffs respond to public urination, intoxication, and Late night noise complaints??

A better survey, for starters. You don't acknowledge the existence of nor ask for input from those who are homeowners who don't reside here full time. And you don't allow for any changes to any of the initial goals - some are still relevant but many are not. Your first question should not be an all or nothing type of question. And you don't mention a measure of the increase in tax revenue which is what you say this is all about.

Continued sense of community

Implementation: there has been a lot of discussion & studies, but very little actual progress.

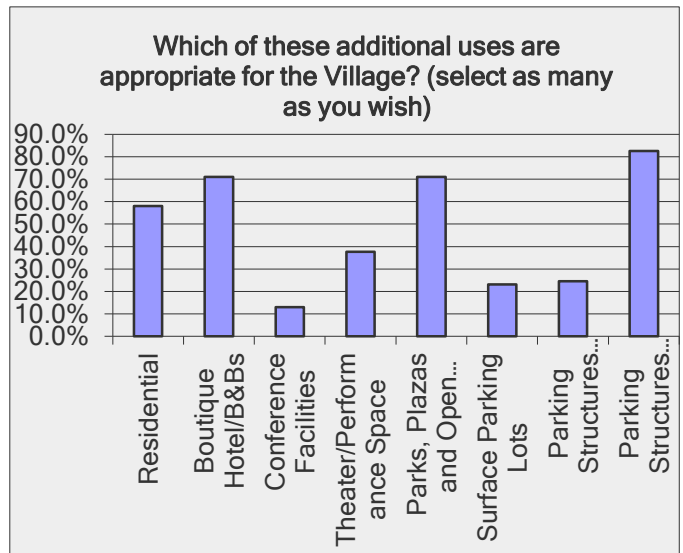
Attracting younger people to our city.

Seating along sidewalks to encourage people to linger and lighting to encourage evening/night time usage.

I believe you should consider building a pier at the foot of 15th street, with perhaps a restaurant at the end. I also believe you should allow two story (above Camino Del Mar) on the west side of Camino Del Mar. I believe there should be more consistency in the streetscape tree choice, which will alleviate clutter.

Question 3 – Land Use

Which of these additional uses are appropriate for the Village? (select as many as you wish)		
Answer Options	Response Percent	Response Count
Residential	58.0%	40
Boutique Hotel/B&Bs	71.0%	49
Conference Facilities	13.0%	9
Theater/Performance Space	37.7%	26
Parks, Plazas and Open Spaces	71.0%	49
Surface Parking Lots	23.2%	16
Parking Structures (above grade)	24.6%	17
Parking Structures (below grade)	82.6%	57
<i>answered question</i>		69
<i>skipped question</i>		26



What other uses should be included or excluded:	
Answer Options	Response Count
	20
<i>answered question</i>	20
<i>skipped question</i>	75

Include sidewalk cafes, dog friendly cafes, ice cream/yogurt shops. Exclude t-shirt type shops, low end touristy shops; big box stores, auto sales, anything with large asphalt/parking areas above ground, drive-thru facilities.

Restaurants and Retail are important draws for people, both in Del Mar and outside Del Mar. Also, re-open the train station. If you want to get rid of cars, that's the best way.

The town should be open to roof-top decks on any new construction

create consistent architectural look for entire village versus hodge podge look now

student, lower-income housing

No roundabouts, Please.

Increase residential in mixed use areas, reduce office space proportionately. Modify SP for The Garden project to eliminate office condominium and replace with residential use.

Appendix B

The ones that are not checked off should be excluded. If it is the desire of the city for there to be less pollution and traffic congestion, then the goal should not be to narrow the roads as that will produce gridlock and make the city much less desirable to visit. This will in turn damage the businesses greatly. Boutique Hotels/B&Bs produce more of a village feel than large hotels generally do and there is no more space for large hotels in addition to what has already been added, whereas there is plenty of opportunity for the conversion of homes into successful B&B businesses or Boutique Hotels. The city is sorely lacking for any sort of Theater or Performance space and the Del Mar Fairgrounds is sadly severely underutilized - perhaps because the demand in the area for acts to fill it is not great enough or perhaps because it does not have a space suitable for these acts (thus the need to build a tent every time a cirque de soleil comes through. Parking structures above or below grade are ideal because they allow for the centralization of cars and thus encourage people to walk the city as opposed to drive all over it looking for parking which already produces a negative experience, more congestion, and more pollution. Parking structures should be built on as many of the empty lots as are possible and this sort of development should be encouraged. They are definitely not the most beautiful architectural structures, but they can be made to fit more into the surroundings and the revenues and other benefits resulting from their construction should be seen as outweighing any visual concerns. The visual concerns need to be measured against the desire of the community to reduce congestion and pollution with reason and sacrifices in certain areas (height restrictions on construction, the look of certain things - parking structures).

I love the idea of Mixed-Use residential in the Village!

Resident friendly businesses and family oriented restaurants....no more high end.

stores that meet the communities needs

Parking is always an issue in del mar and as a resident I avoid visiting the village during peak times; however, limited space leaves little room for more parking. It's a little too far otherwise I'd walk. There is no bus stop close by either. What could be done to improve accessibility to the area without needing? I'd really be open to a shuttle or trolley service.

Include more things that make money for the city-- taxes-- hotels, restaurants, shops. That makes the walk along Camino Del Mar more interesting. People live and visit Del Mar to be out doors, give them things to see & buy. Move the traffic through and give the other people a place to park, bike and walk.

Sorry, but the uses I would include (bookstore, music store, art, etc.) have gone out of business due to parking problems and heavy traffic.

Small grocery store

Bring back a bakery, like Champagne or Del Mar Danish

Capitalize on the intellectual property in the local area with the university & related businesses and cater to them, as there are not enough residents to support any poor retail establishment other than the restaurants. Think tank space, team building space, incubator lab space, all of that would be clean and useful and expand what is already available down the road to something more unique and world class.

Include Retirement - Multi-level Housing

More residential focused retail, such as a hardware store or a bakery.

A pier out over the water at the foot of 15th street would provide a draw to tourism and locals, and an extension to Seagrove Park, and provide incredible views back towards the City and along the coast.

Question 4 – Public Realm / Camino del Mar

Please rate Alternative 1 - Four Travel Lanes

Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #1 - 4 Travel Lanes	18	7	19	10	13	67
					<i>answered question</i>	67
					<i>skipped question</i>	28

Please rate Alternative 2 - Three Travel Lanes, 2 northbound; 1 southbound

Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #2 - 3 Travel Lanes	2	7	14	21	23	67
					<i>answered question</i>	67
					<i>skipped question</i>	28

Please Rate Alternative 3 - Two Travel Lanes with Roundabouts						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #3 - 2 Travel Lanes	26	12	4	2	22	66
<i>answered question</i>						66
<i>skipped question</i>						29

Please provide us with any additional feedback on the three alternatives and/or reasons to support your selection.	
Answer Options	Response Count
	29
<i>answered question</i>	29
<i>skipped question</i>	66

- Roundabouts work very well in Europe

- I frequently see people run the stop signs on Camino del Mar. I am eager to see them eliminated

- In an emergency like an earthquake, fuel spill, etc., traffic is already gridlocked when either 101 or the 5 is not functioning. To limit the lanes on 101 only makes this worse. Visually, reducing the width does have appeal, but not in reality. Adding roundabouts only further ties up traffic in an emergency, takes up sorely needed parking spaces already at a premium and IN THIS ECONOMY to have this kind of disruption to the already hurting downtown merchants will further the demise of those merchants already having a tough time. Talk to the merchants in Bird Rock who lost business due to the construction and resulting inconvenience for visitors to that area. Some of them, like Bully's, went out of business. Our Bully's in Del Mar is an institution --I would hate to see it driven out of business. While all this proposed construction would take place, where are people to park, let alone drive, who care to go to downtown Del Mar?

- 1 & 2 won't work! We will never be able to get into town. Traffic will backed up at the choke points!

- Roundabouts were a disaster in Bird Rock. Many local businesses, such as restaurants, closed as a result.

- Roundabouts will result in traffic congestion being exacerbated while causing more danger for pedestrian crossings.

- By restricting traffic on CDM you will not divert it to I-5. You will only make it more difficult for residents and divert it to side streets. Emergency vehicle access and evacuation routes should never be compromised.

- Now you are getting into the 21st century!

- Eliminate bike lane, put bikes on an alternative route, example Stratford, Ocean, Coast

- #1 is what we currently are subjected to, more or less, so it would seem regressive. #2 doesn't go far enough, and would just seem piecemeal. #3 is dramatic and would change the character of the city in a most positive way that is if, the reduction of cars and the interests of pedestrians is truly the goal.

- As I see it, you are trying to get more traffic (shoppers?) to come to town. Alternatives 2 and 3 seem designed to make it harder for this traffic to function. I don't shop in La Jolla because they have the kind of traffic I think this will produce. Also, what will happen as the Ag District continues to direct increased traffic towards town?

- Alt 3 is most consistent with Community Plan goals for village downtown. It is the most pedestrian friendly. It also support retail commercial throughout the downtown, and minimizes need for off-street parking.

- Ensure that Alternative 3 allows easy crossing of CDM by pedestrians, as the stop signs now do.

- The congestion in the city will not be reduced by reducing the lanes of traffic, even with the roundabouts. I am very concerned about emergency vehicle access and accidents due to the roundabouts. The first option is the best one by far excluding the idea about taking private property to increase sidewalk space. If the city wants to encourage businesses to stay in the city, taking their property for public use, even if it is paid for, against their will not be productive. If landlords are willing to voluntarily give or sell the property to the city, that is another matter, but I doubt that this would be the case with all or even most private property owners.

- Additional parking is preferable. More "walkable" is preferable.

- Eliminating traffic lanes is NOT the solution. It will just increase the traffic for locals and thus discourage residents from shopping and eating in the village! Don't do that!

- will only push cars onto alternative routes in del mar creating further traffic issues

- I am a pedestrian in Del Mar on a daily basis. I regularly have to dodge cars that are speeding and/or ignoring stop signs and crosswalks. I support any measures to reduce vehicle speed in Del Mar and discourage its use as an alternative to Interstate 5.

- It is Very difficult problem. I don't think the number of cars driving through Del Mar will decrease no matter what the City does, so move them through as easily as possible. I like roundabouts, but emergency vehicles will have a problem. There is a huge need for a parking lot. Underground would be best. How about a structure next to Bully's? Very difficult.

- I think roundabouts are good. People get used them quickly. Works in Encinitas and Birdrock.

- Roundabout needed at 9th St. direct traffic away from 9th and to Del Mar Heights Blvd. People mistake 9th for Del Mar Heights.

Appendix B

Alternative #3 would increase the atmosphere of village living. I believe that most residents of Del Mar want that above all.
 I cannot express how strongly I am opposed to changing the current flow of traffic. As a resident who must travel Camino del Mar every day to go to and from work, it will be extremely time consuming if alternative 2 or 3 is chosen and will force people to use Stratford and Crest
 Since 101 becomes one lane as it enters Del Mar from the north, and is one lane from the south (Torrey Pines bridge), it should not be increased to 4 lanes through the residential areas and the business core along 101. Four lanes only increase the speed resulting in hazards for bikers and pedestrians
 Roundabouts are clearly best since they take up less space, and keep the traffic moving.
 Modern, efficient, best for pedestrians.
 #2&3 appear to assume that there is no seasonal traffic, no regional traffic, no fairgrounds traffic, no emergency evacuation traffic; all of which exist and should be accounted for in the planning. Traffic will only get worse, not lighter.
 Alternative 3 will lead to gridlock and accidents UNLESS you include alternative #4 - which is to underground 101/Camino Del Mar as a 4-lane substructure then Alternatives 2 or 3 are feasible with additional parking.
 I like roundabouts, having lived in England, and these seem to work in Bird Rock, La Jolla. On the con side, people in CA are bad drivers as it is, and seem unaccustomed to roundabouts. Some signed indicating who has right of way may be needed.
 I like Alternative 3 for slowing vehicles down. I think it works well in the La Jolla "Birdrock" area. It is quite dangerous crossing Camino Del Mar as a pedestrian and I think this solution would alleviate that problem. I have almost been hit by cars two times and I am super cautious when crossing the street.

The City of Del Mar is conducting a traffic analysis to determine the feasibility of these three options. Is there additional information that would be helpful?

Answer Options	Response Count
	25
<i>answered question</i>	25
<i>skipped question</i>	70

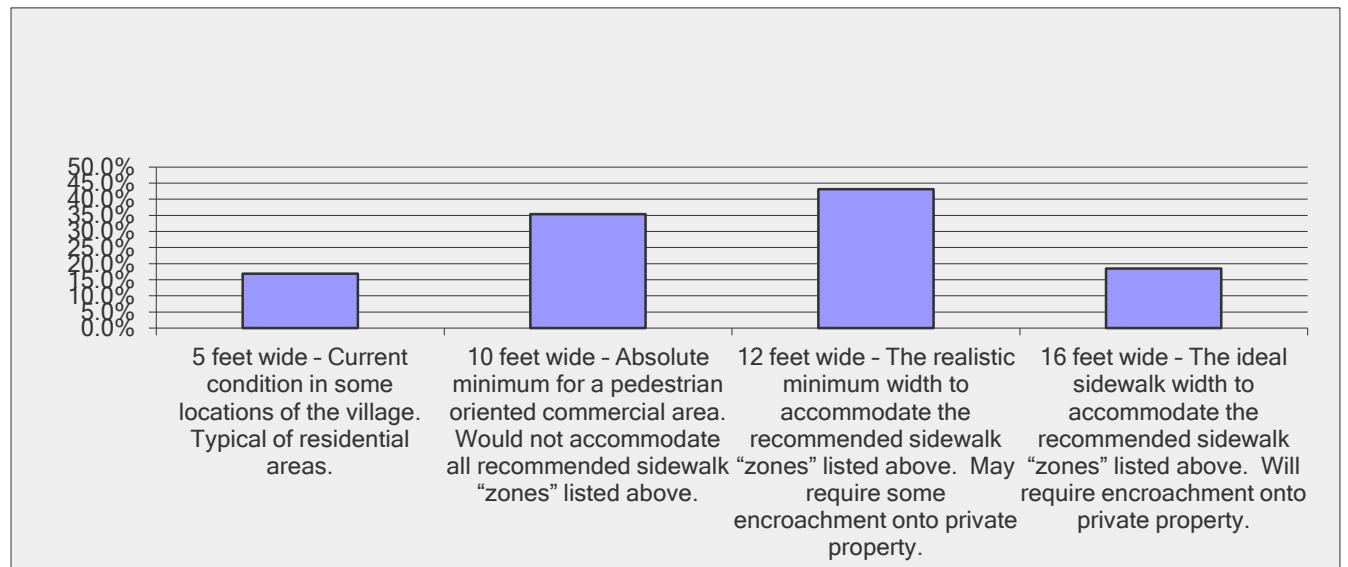
Look at the traffic at rush hour or when the 5 has an accident or something like a fuel spill that causes people to look for an alternate route. Think of something like the Scripp's fire and people trying to get out of an area in a hurry.
 You will swamp the neighborhood with traffic and delivery trucks, which is already happening!
 More cross walks further to the south, such as at 10 St. and between 9th and Del Mar Heights. Also, lowering the speed limit between Del Mar Heights and 9th St to 25mph.
 Angled parking is dangerous. Have you ever tried to ride a bike through downtown Encinitas? The cars parked diagonally can't see if bikes are coming.
 Less is more!
 Determine the amount of through traffic by having traffic counter devices at 4th street and at the Brigantine. The net difference will be Del Mar destinations. I'd bet over 85% is through traffic during rush hour.
 You need to have forward vision for the village which this does...older is not better. You are on right track.
 eliminate bike lane, put bikes on an alternative route, example Stratford, Ocean, Coast
 Again, the study must include what happens when the Ag. Dist dumps its traffic towards town--how far will the backup be when these cars can't access Camino?
 Even if the traffic analysis finds Alt 3 results in heaviest congestion and reduction of service levels at key intersections during peak periods, City should require the analysis to provide alternate conditions that would address these concerns, e.g. re-directing traffic and/or building an on/off ramp at I-5 to serve the Fairgrounds property. As a mitigating measure, the City's EIR should put the burden for constructing this on/off ramp on the 22nd DAA or on Caltrans
 Explain how Alt. 3 will accommodate as much daily traffic as the 4 lane alternative. Project aggregate and peak traffic by alternative On Alternative 2 & 3 are not outside funds available to Del Mar to offset costs?
 Surveys of the population, in particular the elderly who drive through the city. Surveys of cities who have similar traffic loads and what their current traffic setup is. The only places I have seen roundabouts is in La Jolla (Bird Rock) and Encinitas (an east-west street that is not nearly as highly trafficked). Finding a model that is similar and working would be encouraging.
 Yes it is a bad idea to eliminate lanes and create more traffic than there is now which is bad enough.
 Impact on businesses.
 One issue I see with roundabouts it that lack of familiarity is likely to increase frustration and possible wrecks, and in the event of a wreck and only a single lane the back up traffic would be a huge mess. Add in fair and race traffic and it becomes epic.
 Number of cars, which days, what time? Which direction are they traveling? Is an additional light out of the question? Turn lane North & South at 15th St.
 The charm of village living is most often stressed when talking about a wonderful place to live or visit.
 See above - think about the people who actually reside here and must travel through town on a daily basis - alternatives 2 and 3 are absurd
 Yes. You can't fit a square peg into a round hole.
 Accurate counts at peaks as well as "normal" times. The count strips always come up and are not maintained by staff to insure an accurate count.

Rethink how Camino Del Mar can serve both the community and external consumers who need to traverse Del Mar but from whom one wants business. Don't road-block 101 because no one will want to come to Del Mar to spend money.

Talk to Office Sean Patterson who parks herself at 11th Street. She will tell you how easy it is for her to catch speeders running the stop sign at 11th Street. I have witnessed this as well because my desk overlooks Camino Del Mar and 11St. I favor a roundabout there!!!!

Question 5 - Sidewalks

Which of the following alternatives do you think is appropriate for achieving the Community Plan's "Vision" for the downtown village?		
Answer Options	Response Percent	Response Count
5 feet wide - Current condition in some locations of the village. Typical of residential areas.	16.9%	11
10 feet wide - Absolute minimum for a pedestrian oriented commercial area. Would not accommodate all recommended sidewalk "zones" listed above.	35.4%	23
12 feet wide - The realistic minimum width to accommodate the recommended sidewalk "zones" listed above. May require some encroachment onto private property.	43.1%	28
16 feet wide - The ideal sidewalk width to accommodate the recommended sidewalk "zones" listed above. Will require encroachment onto private property.	18.5%	12
<i>answered question</i>		65
<i>skipped question</i>		30



Question 6 – Open Space

Please Rate the following Open Spaces in the Village.						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Corner Plazas	11	33	14	3	1	62
Mid-Block Plazas	8	16	27	6	2	59
Fountains	12	23	18	5	6	64
Pocket Parks	15	18	17	8	3	61
Outdoor Cafes	39	14	10	0	1	64
Public Art Spaces	16	20	21	2	2	61
<i>answered question</i>						66
<i>skipped question</i>						29

Other ideas?	
Answer Options	Response Count
	17
<i>answered question</i>	17
<i>skipped question</i>	78

-
- We need to emphasize our strength, i.e. stunning views and weather
-
- Bike racks should be available
-
- Any open space that preserves ocean view is good. Maybe an open space above an underground parking lot.
-
- Commercial business should not be allowed to encroach into the sidewalk. 15th St. Restaurants have encroached too much. Bad design.
-
- Main concern is for commercial/retail foot traffic and outdoor dining.
-
- 15th Street: what happened that allowed the restaurants to make the sidewalks so narrow, when the above wider, pedestrian friendly walkways already existed? This must not be the outcome of future developments. I am all for outdoor, sidewalk cafes, but the 15th Street debacle should not happen again.
-
- I have no opinion on this. DM seems to have a lot of open space compared to other communities. Any more should come as a part of the design of any new facility, and suit that facility, not attempt to meet a goal of one plaza/so many linear feet.
-
- Provide benches and tables to encourage visitors and residents to use the public areas along Camino del Mar. Play cards, dominoes, chess, etc. or just sit and chat with friends and neighbors. Consider regulating truck traffic by maximum weight and length limits, etc. prohibit idling. Also promote BID and PBID formation to get both business and property owners engaged in providing funds for special programs and services, similar to Little Italy. I can help with this project.
-
- Avoid open spaces that, due to prevailing breezes, or lack of sunshine, will make them undesirable, & unused
-
- How about a citizen's vote on the use of Bully's parking lot, City Hall including the parking lot and the Shores property?
-
- Information kiosks would be very useful
-
- Bocce court
-
- Grassy flat lawn with seating similar to L'Auberge but more visible and located more south.
-
- We don't have much room to work with!
-
- Dog parks
-
- I do not know what a Corner Plaza or Mid-Block Plaza is but I'm guessing that's just the location of the Plaza on the block. I do not understand the difference between the two but am not opposed to either. I like fountains, but it seems that there is a desire to reduce water consumption so perhaps that is not consistent with this desire. I am greatly in favor of the other two. I am not a city planner, but I personally enjoy the idea of an open space that allows for public seating with a view of the ocean, comfortable furniture and tables, surrounded by retail/restaurant. Similar to the Del Mar Plaza Deck but with more restaurants and retail surrounding it. I don't know if there is a space in the city for this kind of thing. It would also be nice if that space could be used for festivals, etc. and sections of it be closed off in a non-obtrusive way to allow for the enjoyment of alcoholic beverages.
-
- Need to have something at the open space such as coffee or something to do. The L'Auberge and Plaza open spaces are not used by ANYONE.
-
- I agree with consistency in sidewalk widths and materials, but also with landscape tree types and details like benches, etc. A consistency will alleviate an otherwise cluttered, chaotic look.
-

Question 7 – Development Parcels

Are alternatives to Floor Area Ratio calculations appropriate for determining our bulk and mass in the Village area?						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Please rate your preference	21	13	21	4	1	60
<i>answered question</i>						60
<i>skipped question</i>						35

What additional information would you like in order to make a decision?	
Answer Options	Response Count
	17
<i>answered question</i>	17
<i>skipped question</i>	78

Small towns in France have very small shops, it's what's offered inside that counts. Most shops put a few interesting items outside on a table to lure customers. Additional parking must be underground. How about under the Winston School property?
Who would be responsible for Design Review? I wouldn't like us to become like the ARC in Rancho Santa Fe.
Encourage businesses that serve residents, as well as visitors
Examples
Greater density would be fine, but not increased height of buildings. Tall buildings mean blocked views and blocked sunlight.
Create incentives to develop desired uses by allowing alternatives to the FAR for specific uses.
We need this change to help retail/commercial/parking and also to improve the look architecturally and functionally of the village...strongly support residential as I would buy one in heart beat!
If we make adjustments to FAR for businesses we should be prepared to do it for home owners, it is a slippery slope
I don't know until I see what is proposed.
Building envelope regulations and a Design Standards Manual similar to Nancy Sanquist draft.
Comprehensive comparison of likely outcomes of alternatives, vs. FAR. What would/could the community look like?
What is a building envelope and are there other alternatives to that?
There shouldn't be different standards for commercial/business properties.
I don't feel qualified to respond. In general, new construction and development should be tasteful and in character with the village 'feeling', without encroaching on the views and privacy of existing residential structures.
Examples of what other cities use - not just local cities but model cities where "successful" development has occurred (Berkeley 4th St, areas in Portland, OR).
Where is the parking?
Relocating / undergrounding 101 are critical to any realistic alternatives to current construction standards.
Bulk and mass are too subjective. From an Architects standpoint, I prefer predetermined and predictable floor area ratios.

Should setbacks be used in the Village to promote areas for outside dining, gathering spaces or other outdoor uses along the front façade of the building?						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Please rate your preference	27	18	14	4	1	64
<i>answered question</i>						64
<i>skipped question</i>						31

What additional information would you like in order to make a decision?	
Answer Options	Response Count
	10
<i>answered question</i>	10

A destination store such as Trader Joes in place of the Ranch Market would bring more business to DM. The "taste of DM at the track" this year was awesome. Need more events like this.
Do the restaurants pay for the sidewalk space? They should.
Be careful in allowing sidewalk encroachments.
This is NO BRAINER!
Again, this really depends on a proposed project.
But not uniform. Select spaces carefully.
As long as they do not require taking or forcing private property owners to modify or sell their property to the city.
Side walk cafes are a must!!!! Please make this possible for all dining establishments.
What kind of gathering places and outside uses? Outside dining has a friendly look.
Why are you asking for a decision and then asking what additional info is needed to make a decision? This should only be relevant if your answer is "I don't know"
I strongly agree that two story, 26 feet height should be allowed on the west side of Camino Del Mar. This scale is "Main Street USA". It works, it is a human scale, it is comfortable, and it allows a lot of building owners to build more square footage.

Please rate Alternative 1 - Height Limit: 26 feet east side; 14 feet west side						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #1	8	10	19	13	9	59
<i>answered question</i>						59
<i>skipped question</i>						36

Please rate Alternative 2 - Height Limit: 26 feet both sides						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Alternative #2	13	18	15	9	6	61
<i>answered question</i>						61
<i>skipped question</i>						34

Please rate the following						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Roof Articulation	14	11	19	8	6	58
<i>answered question</i>						58
<i>skipped question</i>						37

Please rate the following						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Architectural Features	13	14	20	8	7	62
<i>answered question</i>						62
<i>skipped question</i>						33

Please Rate the following						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Step-Backs	17	18	23	3	2	63
<i>answered question</i>						63
<i>skipped question</i>						32

Please rate each alternative.						
Answer Options	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike	Response Count
Residential Permit	17	4	14	10	14	59
Increase Diagonal Parking	19	16	8	7	10	60
Install On-Street Meters	11	8	11	21	8	59
Smart Growth Standards	11	14	18	7	6	56
Incentives	19	16	18	1	3	57
Signage	10	13	21	7	3	54
Employee Parking	14	16	24	4	1	59
<i>answered question</i>						61
<i>skipped question</i>						34

Del Mar's Village Specific Plan

October, 2011



ALTERNATIVES WORKBOOK



15th and Camino del Mar, Del Mar, California

Notes

How to use this Workbook

Each section has a brief discussion describing the setting, issues, or concerns as well as a number of alternatives for addressing these issues.

You will find a shaded box in each section to rate your preference and provide your comments. There is no need to choose one alternative over the other; for example, it is fine to select more than one as preferred or disliked.

If you prefer to keep your workbook for future reference, you may use the **Summary Worksheet** on Page 23 instead. Just detach the last page of this workbook, fill it in and provide to staff to submit your preferences for documentation.



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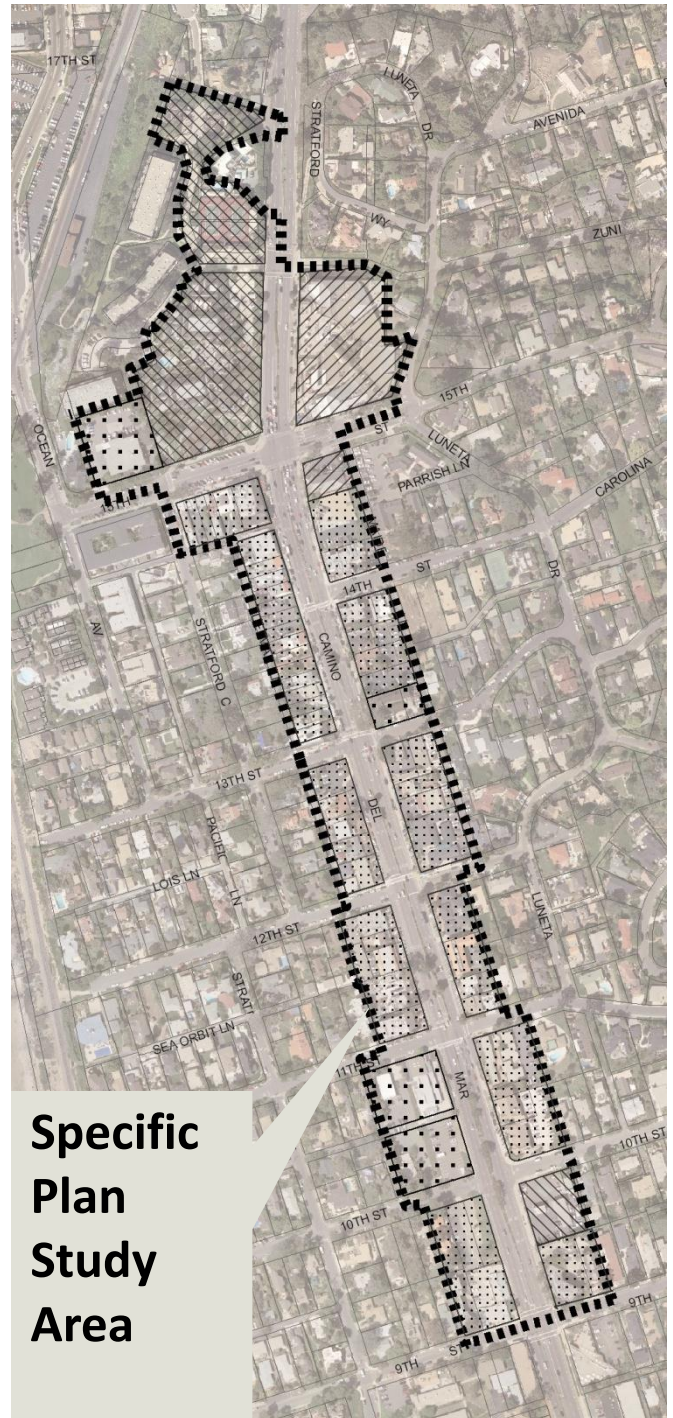
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**Specific
Plan
Study
Area**

For more information on Village Revitalization efforts, please visit or contact: www.delmar.ca.us
 City of Del Mar
 1050 Camino del Mar
 Del Mar, CA 92014
 858.755.9313

Revitalization Process

Each Village Center has core characteristics that are shared by other communities but tailored to the particular city. It is the traditional center of socio-economic activity. Development should be consistent; and more compact and pedestrian-oriented rather than auto-oriented. The mix of uses can be similar to those traditionally found in a downtown, but at a much smaller scale. It is the place for civic uses, commercial uses, and community uses. There is usually a unique character within a village center that should be allowed to evolve over time to reflect a community's economic, social and cultural changes.

Del Mar's Village has maintained itself as the social and economic heart of our community. But it has changed, and it will continually change based upon the Del Mar community evolution. When the city was first established, retail uses were clustered around the hotel. As Route 101 became a major thoroughfare for Los Angeles – San Diego traffic, our village was the site of over 10 service stations and auto-oriented commercial. When Interstate 5 was constructed east of Del Mar, Camino del Mar responded, and many of the auto-oriented uses left as well. New buildings replaced service stations, retail changed its face and offices increased. More recently, we have seen an increase in restaurant spaces that are attracting both local residents and visitors. Traffic flow is a mix of through traffic (often avoiding Interstate 5 jams) and local or destination drivers intent on coming to the Village.

Because villages evolve over time, there are often periods of change and the need for revitalization. Revitalization is an ongoing *process* to improve a community's vitality and livability. The 1976 Community Plan sets forth a vision for the village that is pedestrian oriented and economically viable. Further plans have reinforced these goals, which are summarized in Table 1. Most recently, an Ad Hoc Committee explored zoning changes to Del Mar's Central Commercial zone. All are efforts that support revitalization.

In the Spring of 2011, the City of Del Mar conducted a series of Community Conversations to address the direction of revitalization. At its conclusion, the City Council determined that a Specific Plan was the appropriate implementation tool to address the goals of smart growth, economic prosperity and a healthy environment.

During the Community Conversations, a number of suggestions came to the forefront. Many of these were different ways of addressing the existing conditions, capitalizing on opportunities or addressing constraints. This workbook is intended to find out the community's preference on different alternative ways of structuring both our public realm and private properties. During this Specific Plan process, we will refine the vision, make choices for our future, and develop the regulatory and incentive tools to promote revitalization.

Del Mar, like other towns, will always be in the process of revitalization. When we complete this Specific Plan, we will then embark on its recommended action items. Private properties will redevelop at their own pace. Public improvements will be scheduled based upon a Capital Improvement Program. Because communities evolve, it is not a process that is ever truly "finished." But we're on our way to envisioning our future.

The Specific Plan

- Who:** **City of Del Mar** is leading the effort to develop a **Specific Plan** for the purposes of implementing Village Revitalization.
- What:** **The Village Specific Plan:** A Specific Plan is a special set of development standards that apply to a particular geographical area. Its process allows the flexibility to create zoning standards appropriate to the sites in question. Specific Plans are prepared for the systematic implementation of the General Plan and are akin to a zoning ordinance. They provide a set of development standards for the district as well as guidelines to follow in order to achieve the goals.
- When:** City Council initiated the Village Specific Plan on July 25, 2011. It is targeted for completion by August 6, 2012. The first round of Community Conversations were initiated in May of 2011 and produced valuable input on what the community expected from revitalization planning.
- Where:** The Village Specific Plan boundaries include the Central Commercial Zone along Camino del Mar between 9th Street on the south and Del Mar Plaza and L'Auberge Hotel on the north and include the commercial properties facing 15th Street, west of Camino del Mar. The western and eastern boundaries follow the Central Commercial Zone boundary. The three Public Facilities Zones: City Hall site, Library site, and Post Office site are also included within the area.
- Why:** The City of Del Mar chose to do a Specific Plan in order to:
- Abide by a recommendation in the Community Development Element of the Del Mar Community Plan to prepare a Village Center Specific Plan;
 - Coordinate the redevelopment of private properties and structures with improvements within the public realm. This comprehensive approach will address private land use development regulations, public capital improvement plans and implementation/financing programs within a single document;
 - Implement the potential exactions for and financing of infrastructure improvements and matching land uses with supporting public facilities;
 - Simplify the environmental review process for future private redevelopment and public improvement projects that conform to the Village Center Specific Plan;
 - Satisfy the regulatory requirements of the Downtown Initiative Overlay Zone (Measure B) to obtain community voter approval for redevelopment; and,
 - Involve the citizens of Del Mar in a comprehensive review and/or updating of the community's vision for the Village Center.

Vision of the Village

The character of the Village is determined by its land uses, their physical arrangement, the policies and actions that support the desired land uses and the design of the public realm, including the streets and sidewalks. Many of Del Mar’s planning documents identified themes, goals and direction for further implementation. The purpose of preparing a Specific Plan is to provide a tool for implementation of these directions.

Table 1.

Existing Planning Studies:	Del Mar Community Plan	Del Mar 2000	Camino Del Mar Streetscap Plan	Parking Master Plan Report	Vision 2020: Results of Long Range Planning	City Works City of Del Mar Planning Documents	Revitalization Plan for Del Mar Village (Kennedy Smith Report)
Common Themes	1976	1982	1996	2000	2003	2004	2007
Maintain the Village Character	✓	✓	✓		✓		
Encourage/increase visitor and resident retail commercial	✓	✓					✓
Provide a mixture of uses including residential	✓	✓		✓		✓	✓
Improve parking opportunities	✓	✓	✓	✓	✓	✓	✓
Improve pedestrian safety, flow and linkages through Streetscape	✓	✓	✓	✓	✓	✓	✓
Reduce through/commuter traffic, increase destination oriented traffic	✓	✓	✓		✓		
Encourage and increase multi-modal/alternative transportation options	✓	✓		✓	✓	✓	✓
Provide economic and functional vitality of downtown	✓	✓			✓	✓	✓
Preserve and enhance public and private views through and from the downtown	✓	✓	✓			✓	
Increase the quality and number of public spaces	✓	✓	✓			✓	
Create a mechanism to implement planning study recommendations	✓	✓	✓			✓	✓

Vision of the Village

Since the adoption of the Community Plan in 1976, Del Mar citizens have expressed their goals for the Village. Many of these goals have been repeated in planning studies (Table 1) and reinforce the long-held vision of downtown. As part of this Specific Plan process, we are looking to reaffirm these goals and objectives and develop implementation directions that support this vision.

- Encourage quality resident-oriented businesses which serve the cultural, social, recreational and material needs of the local community.
- Insure that the downtown area is well integrated into the residential fabric of the community.
- Create a pedestrian-oriented downtown which groups retail services with facilities for civic and community activities.
- Maintain architectural design and low mass-intensity scale within the downtown area that is in keeping with the traditional village character of the community.
- Initiate a beautification program for the downtown area.
- Minimize the impact of the automobile on the character of Del Mar and emphasize a more pedestrian oriented environment, safer sidewalks, landscaped buffer areas and alternate means of transportation.
- Minimize air pollution by encouraging alternatives to the use of the automobile.
- Encourage the immediate development of a precise plan for the downtown area that includes Camino del Mar circulation, parking, architectural design and walkways.
- Protect and enhance human scale, warmth, charm, interest, texture, pedestrian involvement.
- Encourage and facilitate provision of lower cost housing for low and moderate income households.
- Promote those uses of the commercial area which will be of greatest economic benefit to the community while insuring compatibility with all other goals and objectives of the Community Plan.

1. Do you believe that these are still the Del Mar Goals? Yes No

What other considerations should be included:

Measures of Success

During the next 25 years, Del Mar's Village is expected to evolve into a more pedestrian friendly, transit oriented commercial core, supported by residents and visitors. The goal is to ensure a high quality of life by employing smart growth principles, sustaining our economic prosperity and promoting a healthy environment.

How will we track our progress? Some of the plan recommendations may be short term, and realized in the near term. However, in some instances, change will not occur for many years. Many of the actions in the plan may take years to develop, fund, and execute. The plan will evolve through implementation over time and be a result of the cumulative effects of our actions. Because of this long-range implementation, it is important to have criteria on which to evaluate and measure the success. These criteria or indicators will be tied to timelines as the plan is developed.

In order to initiate this discussion, staff has outlined the following Measures of Success. These will evolve and be refined over the course of the Specific Plan. At this time, we ask for your input on the following preliminary Measures of Success:

Smart Growth & Village Character

- A continuous sidewalk provides for pedestrian mobility along Camino del Mar.
- The Village is a lively mix of uses, with diverse retail, restaurant, office, residential and commercial uses.
- Traffic flow is adequate but not dominant and parking is adequate.
- Transit service is improved.
- City hall site redevelops as a catalyst project with parking structure.

Economic Prosperity

- Property redevelops.
- Sales revenues are equal to or exceed the market.
- Property values increase.

Healthy Environment

- Greenhouse gas emissions are reduced.
- Walkability is increased.
- Water quality improves and pollution is reduced.
- Buildings are energy efficient and carbon sequestration is increased.

What other considerations should be included in our Measures for Success:

Land Use

Within our Village, land use designations are used to control what type of activities are allowed to be in the commercial district. Currently, our uses consist of the following (Table 2):

Table 2.

Current Uses	% of all Uses
Retail	16%
Personal Service	18%
Restaurant	13%
Office - General	30%
Medical Office	11%
Real Estate Office	8%
Housing	1%
Hotel/Lodging	1.5%
Civic	1.5%
Total	100%

Horizontal Zoning - In 2009, in order to preserve and enhance the pedestrian flow and retail sales activity in the downtown, the City Council approved modified zoning standards to limit the use of street-level building spaces along Camino del Mar and 15th Street to retail, restaurant and personal service uses. This type of regulation is known as “Horizontal Zoning.” Horizontal Zoning also allows for cultural-use establishments such as galleries and museums.

Mixed-Use Residential - Mixed-use housing can offer compact, efficient land use that offers an excellent opportunity for short commutes to work and convenience shopping. It can be utilized for not only permanent urban-style housing, but also rental opportunities such as short-term vacation units, student, and lower-income housing. Biking, walking, or short trips benefit individual lifestyles and reduce traffic congestion and energy consumption for transportation, leading to a more sustainable community.

Which of these additional uses are appropriate for the Village? *(select as many as you wish)*

- | | |
|-------------------------------------------------|--------------------------------------------------------|
| <input type="radio"/> Residential | <input type="radio"/> Parks, Plazas and Open Spaces |
| <input type="radio"/> Boutique Hotels/B&Bs | <input type="radio"/> Surface Parking Lots |
| <input type="radio"/> Conference Facilities | <input type="radio"/> Parking Structures (above grade) |
| <input type="radio"/> Theater/Performance Space | <input type="radio"/> Parking Structures (below grade) |

What other uses should be included or excluded:

Public Realm – Camino del Mar

Goal:

Minimize the impact of the automobile on the character of Del Mar and emphasize a more pedestrian-oriented environment, safer sidewalks, landscaped buffer zones and alternate means of transportation (Del Mar Community Plan, Goal #2).

Camino Del Mar’s right-of-way is 100 feet wide and 3,000 feet long within our Village – and makes up the largest, single property in the district. Its width is a remnant of the historic Highway 101 right-of-way. The question is how best to use the 100-foot-width for the many and often competing uses of pedestrians, bicycles, automobiles, emergency services, and parking. The goal of the Community Plan is to minimize the impact of the automobile on the character of Del Mar and emphasize a more pedestrian-oriented environment. Objectives of this Specific Plan include safer, continuous and accessible sidewalks; landscaped buffer zones; and alternative means of mobility.

Three Alternatives exist for the automobile travel lanes, all with the capability of carrying the same volume of traffic that exists today:

1. Four Lanes (existing condition) page 11.
2. Three Lanes (2 lanes northbound; 1 lane southbound) page 12.
3. Two Lanes (1 lane northbound; 1 lane southbound with Roundabouts instead of stop signs) page 13.

We would like your opinion on which version you prefer or find acceptable for further study.



Camino del Mar, 2011

Clockwise from far left: Camino del Mar at 10th, east side; Camino del Mar at 15th, west side; Camino del Mar at 13th, east side; and Camino del Mar at 11th, west side.



Public Realm – Camino del Mar #1

After you review the following three alternatives for Camino del Mar, tell us what you think of each. If you have a preference (or strong dislike) for one of the three, let us know.

ALTERNATIVE #1 – Four Travel Lanes

- Four (4) vehicular travel lanes (10'-11' wide)
- Dedicated bicycle lane throughout Village on CDM (5'-6' wide)
- Parallel parking on both sides of CDM (8' wide)
- Continuous sidewalk on both sides of CDM (12'-16' wide)
- Existing median modified for uniformity, greatly reduced, or eliminated

Pros:

- Minimum change to existing configuration
- Creates consistent sidewalk alignment (connectivity)
- Maintains emergency vehicle clearance in both directions

Cons:

- No increase in on-street parking
- Uses private property (2'-6') to gain additional sidewalk space
- Least amount of pedestrian safety improvements
- Does not encourage through-traffic diversion to regional freeways



Alternative 1 – Four Travel Lanes

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Public Realm – Camino del Mar #2

ALTERNATIVE #2 – Three Travel Lanes

- Three (3) vehicular travel lanes, two (2) northbound, one (1) southbound (10'-11' wide)
- Dedicated bicycle lane throughout Village on CDM (5'-6' wide)
- Diagonal parking on west side of CDM (16'-19' wide)
- Parallel parking on east side of CDM (8' wide)
- Continuous Sidewalk on both side of CDM (12'-16' wide)
- Existing median could be modified for uniformity, greatly reduced, or eliminated

Pros:

- Some increase in amount of on-street parking
- Encourages southbound through-traffic diversion
- Some increase to pedestrian safety with removal of one (1) southbound lane
- Creates consistent sidewalk alignment (connectivity)
- Maintains same capacity as four travel lanes

Cons:

- Higher cost for overall changes
- Potential conflict with emergency vehicle clearance southbound, without design considerations



3 Travel Lanes, 2 northbound, 1 southbound

Alternative 2 – Three Travel Lanes, 2 northbound; 1 southbound

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike



Public Realm – Camino del Mar #3

ALTERNATIVE #3 – Two Travel Lanes with Roundabouts

- Two (2) vehicular travel lanes, One (1) northbound, one (1) southbound (10'-11' wide)
- Dedicated bicycle lane throughout Village on CDM (5'-6' wide)
- Diagonal parking on west and east sides of CDM (16'-19' wide)
- Continuous Sidewalk on both sides of CDM (12'-16' wide)
- Existing median modified for uniformity, greatly reduced, or eliminated
- Roundabouts needed instead of stop signs at 11th and 13th Streets to ensure same street capacity to carry same daily vehicle trips as 4-lane alternative.



Bird Rock Roundabout

Pros:

- Highest increase of on-street parking
- Greatest increase to pedestrian safety
- Creates consistent sidewalk alignment (connectivity)
- Roundabouts able to be used for stormwater infiltration
- Encourages through-traffic diversion for northbound and southbound vehicles
- Best opportunity to reduce median and increase sidewalk width for increased landscaping buffer from street

Cons:

- Highest cost for overall changes
- Roundabouts needed at 11th and 13th Streets in order to effectively move vehicles through town
- Conflict with emergency vehicle clearance in both directions without design considerations
- Drivers unfamiliarity with roundabouts



2 Travel Lanes and Roundabouts

Alternative 3 – Two Travel Lanes with Roundabouts				
Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Public Realm - Sidewalks

A key component to the revitalization of the downtown village and fulfilling the “pedestrian-friendly” objectives of the Community Plan, is the creation of a safe, continuous sidewalk environment throughout the Specific Plan Area. As shown in the photos below, the village’s sidewalks currently range from approximately 5’0” - 14’-0” in width, with little to no consistency from one block to another.



(5’-0” wide sidewalk at Library) (7’-6” wide sidewalk at 1200 block) (13’-6” wide sidewalk at 1400 block)

An ideal sidewalk environment would accommodate the following zones:

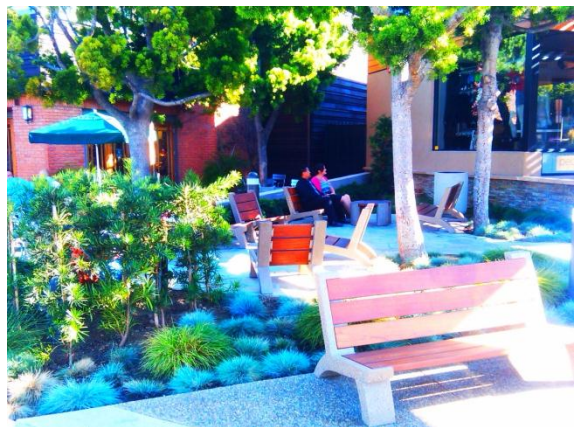
- Edge Zone - Provides an interface between parked vehicles and street furnishings.
- Furnishings Zone - Buffer between the pedestrian walking area and the street for street trees, planting strips, street furniture signals, signs, fire hydrants, bicycle racks, etc.
- Throughway Zone - Intended for pedestrian travel only and should be entirely clear of obstacles and provide a smooth walking surface. Minimum 5’ -0” required (ADA).
- Frontage Zone - The area adjacent to the property line that may be defined by a building facade, landscaping/planter area, café seating, etc.

Which of the following alternatives do you think is appropriate for achieving the Community Plan’s “Vision” for the downtown village?

- 5 feet wide – Current condition in some locations of the village. Typical of residential areas.
- 10 feet wide – Absolute minimum for a pedestrian oriented commercial area. Would not accommodate all recommended sidewalk “zones” listed above.
- 12 feet wide – The realistic minimum width to accommodate the recommended sidewalk “zones” listed above. May require some encroachment onto private property.
- 16 feet wide – The ideal sidewalk width to accommodate the recommended sidewalk “zones” listed above. Will require encroachment onto private property.

Public Realm – Open Space

Another important component to a successful pedestrian environment is the provision of Public Open Spaces. These outdoor amenities can take the shape of parks, plazas, piazzas, paseos, squares, sidewalk benches and pathways. They can be as elaborate as a civic plaza with fountains, displays of art and public information kiosks. They can be as simple as some chairs placed on street corners. These spaces can be created on both public and private land. Examples of open spaces identified in the Community Conversations are shown below.



Open Spaces in the Village					
	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
Corner Plazas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid-Block Plazas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fountains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pocket Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Art Spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Development Parcels - Issues

One of the restrictions to revitalization cited by property owners, developers and citizens are the limited development capacities of the commercial properties. Our properties are generally small and narrow, and more comparable to residential lot size rather than typical commercial lots found in adjacent business district in communities like Solana Beach.

Current zoning restricts the property development by three factors:

- FAR or Floor Area Ratio of .45** (Floor Area Ratio is the ratio of the square feet of the lot divided by the square feet of the building area. As an example, a typical lot of 8,000 square feet would allow a maximum building area of 3,600 square feet. It could be one story at 3,600 square feet or two stories at 1,800 square feet). Del Mar’s commercial FAR is the same as the residential FAR, and is seen as very low when compared with other successful retail and commercial cores. Forty percent (40%) of the existing structures exceed the current FAR. The following are examples in other communities that were cited by citizens during the Community Conversations as excellent street retail environments, each having higher FAR than we currently allow.

Commercial Area	FAR
Old Town, San Diego	.60
Cedros District, Solana Beach	1.00
Highway 101, Solana Beach	1.20
North Park, San Diego	1.00-1.25
La Jolla Village, San Diego	1.30-1.80
Hillcrest, San Diego	2.00-4.00
Mission Hills, San Diego	2.00-3.00
Orange Avenue, Coronado	None

Ranges are shown where density bonus is given for mixed use, including residential above retail.

- Height limits of 26 feet on the east side and 14 feet on the west side** of Camino del Mar (measured from Camino del Mar). This restricts second-story uses fronting Camino del Mar to only the east side of the street, and limits retail ground floor height. A higher first floor retail ceiling height is seen as more conducive to shopping and more inviting from the street. Currently, 70% of the existing structures along the west side exceed 14 feet, and the average existing height is 17 feet, so there is often little incentive to redevelop many of the properties from a building perspective.

Building heights to street-width ratio is also an important urban design tool and “placemaking” principle for creating pedestrian interest and urban connectivity and to create an appropriate scale. Per urban design standards, a typical building height to street-width ratio is 1:3 (33’-0” high for a 100’-0” wide street such as Camino del Mar) or 1:2 (50’-0” high for 100’-0” wide street).

- Parking standards.** Our current code does not have a mixed-use standard for parking. Our code also requires all parking to be on site, with the exception of special permits for shared parking, off-site parking, or in-lieu parking. With narrow lots, it is difficult to develop substantial areas of parking, especially under a building. Additionally, our parking standards do not address the downtown residential units that other cities allow. These all can restrict the economic viability of properties.

Development Parcels

Changes are being considered in how we allow the development capacity of a site. We are looking at options for the following:

- **Development Area:** Consider creating a building envelope to control bulk and mass rather than an FAR. Consider setbacks to promote outdoor dining patios and open space.
- **Height:** With Design Review to ensure residential views are protected per the Del Mar Municipal Code, consider alternative heights to our existing codes.
- **Parking:** Consider smart-growth standards for mixed use.

Development Area

Are alternatives to Floor Area Ratio calculations appropriate for determining our bulk and mass in the Village area?

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

What additional information would you like in order to make a decision?

Should setbacks be used in the Village to promote areas for outside dining, gathering spaces or other outdoor uses along the front façade of the building?

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

What additional information would you like in order to make a decision?

Development Parcels - Height

ALTERNATIVE #1 – Height Limit - lower on west side

Limit building height to a maximum of 14 feet above the sidewalk on the west side of Camino del Mar and 26 feet on the east side of Camino del Mar.

Pros:

- Limiting the height of buildings on the west side on the west side of Camino del Mar may preserve second-story views from the buildings on the east side of Camino del Mar and the residential hillside.
- Increases solar access to the sidewalk in the afternoon (Spring and Fall only, has no effect in Winter).

Cons:

- Reduces potential for redevelopment, most properties on the west side already exceed 14 feet and would not be incentivized to change.
- Reduces the opportunity for viable residential mixed-use housing on the west side of Camino del Mar.
- Limiting building height to 14 feet on the west side of Camino del Mar conflicts with promoting roof articulation and retail-friendly first floor volumes along Camino del Mar.
- With tuck-under parking (preferred method) accessed from Del Mar Lane, combined with the 14 foot height limit, reduces siting opportunities for interior lease space.
- Lower building height than the residential zone immediately to the west (26'-0") or elsewhere in the city.



Alternative 1 – Height Limit: 26 feet east side; 14 feet west side

Strongly Prefer



Prefer



Acceptable



Dislike



Strongly Dislike



What additional information would you like in order to make a decision?

Development Parcels - Height

ALTERNATIVE #2 – Height Limit equal both sides

Allow building height to a maximum of 26 feet on both sides of Camino del Mar. All development would undergo Design Review.

Pros:

- Increases appearance and availability of street-fronting commercial space.
- Increases sense of horizontal continuity and sense of “place.”
- Increases architectural design opportunities on both sides of Camino del Mar.

Cons:

- Potential private and public ocean view blockage from the east, which could be mitigated by Design Review.



Alternative 2 – Height Limit: 26 feet both sides

Strongly Prefer



Prefer



Acceptable



Dislike



Strongly Dislike



What additional information would you like in order to make a decision?

Development Parcels - Height

Roof Elements

Should additional height up to 4 feet be allowed for an articulated roof?

An articulated roof is one that has a pitched roof, dormers, fenestration or other means, much like Stratford Court's roof. Often developers build flat roofs to maximize their height, yet multiple flat roof buildings of the same height do not create a diverse or vibrant quality to the facades.



Roof Elements				
Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Architectural Features

Should allowances be made for design elements such as spires, turrets, decorative towers, etc. to exceed maximum height limits, with Design Review? The decorative trellis tower at 1435 Camino del Mar (Starbucks/Bruegger's Bagels/Union Bank) is an example.



Architectural Features				
Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Step-Backs

Should second floor step-backs be required? Second-story "step-backs" are a requirement to create second-story setback limits from certain property boundaries that would be more restrictive than the setbacks for the first-floor of buildings. Step-backs could be utilized to increase solar-access to the public realm and other private properties. Step-backs can also be used to create articulated building design and minimize "canyon-effect" caused by increased building heights.



Step-Backs on the second floor				
Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Development Parcels – Parking

There are many alternatives that can be combined to bring us adequate parking within the Village and protect the beach and residential neighborhoods from commercial parking impact. While a parking study is underway by our EIR consultant, we would like to know your initial preferences.

Residential Permit: TPAC is considering Residential permit program in streets surrounding the Village.

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Increase Diagonal Parking: Reducing Camino del Mar lanes could create additional diagonal parking.

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Install On-Street Meters: Meter revenue could support construction of a needed parking structure.

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Smart-Growth Standards: Utilize a mixed-use parking standard, such as 3.5 stalls per 1000 SF of development.

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Incentives: Consider incentives for private properties who provide public parking (i.e. Garden Del Mar).

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Signage: Develop a Parking Signage Program.

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Employee Parking: Develop an employee-parking program.

Strongly Prefer

Prefer

Acceptable

Dislike

Strongly Dislike

Del Mar Village 2011

A Mix of Existing Heights and Styles....



900 Block of Camino del Mar



1000 Block of Camino del Mar



1100 Block of Camino del Mar



1200 Block of Camino del Mar



1300 Block of Camino del Mar



200 Block of 15th Street

Thank You

Thank you for your generous time and opinion. Del Mar's Village Specific Plan will be a stronger plan because of your input. Please stay active in the Village Specific Plan process and visit www.delmar.ca.us for updates as well as results of this workshop.

Remove this worksheet for submittal to the City of Del Mar. Email to conversations@delmar.ca.us, fax to 858.755.2794 or drop off/mail to 1050 Camino del Mar, Del Mar, CA 92014-2698

Name: _____

Address: _____

Email: _____

1. Vision of the Village

page 7

Do you believe that these are still the Del Mar Goals?
What other considerations should be included:

Yes No

2. Measures of Success

page 8

What other considerations should be included in our Measures for Success:

3. Land Use

page 9

Which additional uses are appropriate for the Village? *(select as many as you wish)*

- | | |
|-------------------------------------------------|--------------------------------------------------------|
| <input type="radio"/> Residential | <input type="radio"/> Parks, Plazas and Open Spaces |
| <input type="radio"/> Boutique Hotels/B&Bs | <input type="radio"/> Surface Parking Lots |
| <input type="radio"/> Conference Facilities | <input type="radio"/> Parking Structures (above grade) |
| <input type="radio"/> Theater/Performance Space | <input type="radio"/> Parking Structures (below grade) |

What other uses should be included or excluded:

4. Public Realm – Camino Del Mar (page 10)

	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
#1 – Four Travel Lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#2 – Three Travel Lanes (2 northbound/1 southbound)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#3 – Two Travel Lanes and Roundabout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Sidewalks

(page 14)

	5 feet wide	10 feet wide	12 feet wide	16 feet wide
Appropriate sidewalk width for the Village?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Prefer	Prefer	Acceptable	Dislike	Strongly Dislike
6. Open Space (page 14)					
Corner Plazas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid-Block Plazas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fountains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pocket Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Art Spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Development Parcels (page 17)					
Should FAR be used to calculate bulk and mass?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should setbacks be used to promote outdoor spaces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Height #1 - Height Limit 14 feet west/26 feet east (page 18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Height #2 – Height Limit 26 feet west and east (page 19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roof Elements (additional 4 feet for articulation) (page 20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Architectural Features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Step Back for Second floor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Parking (page 21)					
Residential Permit Parking Program on surrounding streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase Diagonal Parking on Camino del Mar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install Metered Parking on Camino del Mar and commercial streets to support parking structure construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilize Smart Growth, Mixed Use Parking Standards at 3.5 stalls per 1000 SF of development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consider incentives for private development of public parking structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop a Parking Signage Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an Employee Parking Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>