



# City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kristen M. Crane, Assistant City Manager  
Via Scott W. Huth, City Manager

DATE: April 16, 2018

SUBJECT: Shores Park Master Plan – Review Revised Concept Diagrams, Provide Direction on Next Steps, and Authorize Proceeding with Traffic Impact Analysis

## REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council receive a presentation on the two revised concept diagrams for the Shores Park Master Plan; direct staff to prepare cost estimates and 3D renderings for each concept and to proceed with a traffic impact analysis study; and adopt a resolution (Attachment A) authorizing transfer of \$30,000 of Measure Q monies to fund the traffic impact study.

## DISCUSSION/ANALYSIS:

The City began an effort to develop a master plan for Shores Park in 2014. In January 2017, the City Council approved a memorandum of understanding with the Winston School (Attachment B) to explore potential for joint planning the overall site and for developing the school and park master plans more collaboratively.

At a joint meeting of the City Council and the Shores Advisory Committee on October 12, 2017, the City Council took action to formally accept recommendations made by the Shores Advisory Committee to include in the park master plan:

- A new City community building separate from the school with sufficient space for indoor recreational activity for the community at large;
- Covered parking with sufficient spaces for the school, the community building, and the park;
- Separate recreational areas for dogs and humans;
- An athletic field area with adequate uninterrupted space for the current needs of the Winston School and an outdoor full-sized basketball court; and
- Proceed with further study/design on concepts A & C introduced in May 2017.

---

## City Council Action:

**IT WAS MOVED BY COUNCIL MEMBER PARKS, SECONDED BY COUNCIL MEMBER SINNOTT TO ADOPT RESOLUTION 2018-21, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, AUTHORIZING AMENDMENT OF THE FISCAL YEARS 2017-2018 AND 2018-2019 OPERATING AND CAPITAL BUDGET TO FUND A TRAFFIC IMPACT ANALYSIS FOR THE SHORES PARK MASTER PLAN CONCEPTS." (VOTE 4-0 WITH DEPUTY MAYOR DRUKER ABSTAINING)**

In December 2017, a status update was provided to the City Council, and the City's agreement with Schmidt Design Group was amended to reflect a change in their scope. Since that time, working with OBR Architecture, they have:

- Calculated a modified size for the community activity building based on input from the Del Mar Foundation and Del Mar Community Connections, which was presented to and accepted by the City Council in January 2018; and
- Revised the two concept diagrams to reflect Council direction from October 2017 and the adjusted size of the community activity building. These two concepts were reviewed with the Shores Advisory Committee in March 2018, and by a unanimous vote of those present, accepted by the SAC as reflecting prior direction and referred to the City Council in order to proceed to the next phase.

***Introduction of the Two Revised Park Master Plan Concepts***

Schmidt Design Group will attend the City Council meeting on April 16<sup>th</sup>, to introduce and explain the two revised concepts to the Council and the community (Attachment C).

Each of the two concepts includes the same list of amenities, which is based on previous feedback into the project, including:

- Redevelopment of Winston School;
- A community activity building;
- Below-grade parking structure;
- Two open space turf areas, one of which would be for exclusive or shared-use with dogs;
- Play structure;
- Full multi-sport court; and
- Walking paths, benches, overlook areas and a picnic plaza.

This list of amenities is based on Schmidt Design Group's *Summary of Findings* from their July 2015 Phase 1 report, which included a list of guiding principles and preferred amenities (Attachment D). Findings from Phase 1 were based on a compilation of efforts, including stakeholder interviews, registered voter community survey, two "Plan Your Park" community workshops, pop-up events, and other miscellaneous inputs. The Phase 1 report is available at: <http://www.delmar.ca.us/DocumentCenter/View/1606>

At this point, staff is seeking affirmation from the City Council that the two concepts reflect prior direction in order to proceed to the next step of the project, which is preparation of cost estimates for construction and ongoing operations and preparation of 3D renderings. The cost estimates and 3D renderings will be used as part of a public outreach effort this summer to seek community input on the two designs.

### ***Parking***

Each of the two concept diagrams estimates the same amount of parking spaces, which would be provided in below-grade parking. The estimated quantity of parking needed is about 80-85 spaces. This would provide spaces to serve the school (50-55) and spaces to serve the park areas (about 15) and activity building (about 13 spaces based on square footage).

### ***Initiation of Traffic Impact Analysis***

Now that the park master plan scope is more defined and the two concepts being considered are very similar with the same list of amenities, staff recommends that the first step of environmental review begin. The first step would be a traffic impact analysis, which will be necessary for both an environmental impact report (EIR) initial study and a more complete environmental review, if deemed necessary. Beginning the traffic impact analysis now would enable the traffic count work to be completed while school is in session prior to the summer break.

The City has a list of on-call consultants for environmental review, which would include appropriate consultants for a traffic impact analysis. Staff proposes to enter a task order with one of the on-call consultants for this work and to initiate the work as soon as possible in order to complete the necessary traffic counts in May prior to summer break for the school.

The estimated cost for the traffic impact analysis is \$30,000. Since implementation of the Shores Park Master Plan is a specified project for the use of Measure Q funds, staff recommends using \$30,000 of the \$2,100,000 Measure Q fund projected balance at year-end to fund the traffic impact analysis.

### ***Anticipated Next Steps for the Project***

In addition to initiating the traffic impact analysis, the next step will be to: 1) develop cost estimates for construction (rough order of magnitude) and operations, and 2) to prepare 3D renderings of both concepts. Once the cost estimates and 3D renderings are ready, staff's plan is to review them with both the Shores Advisory Committee and the City Council, followed by seeking input from the community on each of the two concepts. Prior direction from the City Council was to complete the cost estimates prior to seeking community input so that the community could factor that information into their comments.

It is expected that the community input phase would take place in Summer 2018, to specifically seek feedback on each of the two concepts. Ultimately the goal is to either choose one concept or refine the two into one preferred concept. If the project stays on schedule, this milestone could take place in September 2018.

### ***Discussions with Winston School***

As the City's tenant at the Shores property and potential partner for the overall redevelopment of the park property, the Winston School is an important stakeholder and

partner in this process. Staff continues to work closely with representatives of the school, both in reviewing the master plan concepts and in discussing the lease and long-term arrangements for how the continued partnership could work. Winston School has made it clear to staff that the lease is essential to them in figuring out how/if they will be able to move forward in partnering with the City in the manner contemplated by the two new concepts. Additionally, they have also conveyed that it is very important to keep the project moving along, since their lease requires them to be working on a master plan for redevelopment and because they are also in need of new facilities to best serve their school. Winston School has reviewed the two concepts and indicated eagerness to keep moving forward with the process in a timely manner.

The City’s lease with Winston School is considered a real property negotiation which therefore may only be discussed with the City Council in closed session.

**FISCAL IMPACT:**

The Fiscal Years 2017-2018 and 2018-2019 Operating and Capital Budget includes funding for completion of the Shores Park Master Plan. No funds are budgeted for next steps of environmental review, design, or construction. Staff is requesting an appropriation of \$30,000 from the Measure Q Reserve to fund the traffic impact analysis. Attached is a resolution (Attachment A) amending the Fiscal Years 2017-2018 and 2018-2019 Operating and Capital Budget for the Shores Park Master Plan to include an appropriation of \$30,000 of Measure Q Funds. Approval of the resolution will amend the Fiscal Years 2017-2018 and 2018-2019 Operating and Capital Budget as follows:

<b>EXPENDITURES</b>	<b>FUND</b>	<b>ACCOUNT</b>	<b>AMOUNT</b>
Shores Park Master Plan	Open Space	21-6817-5900	\$30,000

**ENVIRONMENTAL IMPACT:**

Prior to City Council adoption of a Master Plan for the Park, environmental review will need to be completed. The level and type of review will depend upon the scope of the project. Staff recommends that an “Initial Study” be completed to assess the level of environmental review. The initial study can be completed by one of the City’s on-call environmental consultants. It is not part of the scope of work for Schmidt Design Group, nor has the cost been budgeted. Now that the park master plan scope is more defined and the two concepts being considered are very similar, and in order to keep the project moving in a timely manner, staff recommends that the first step of environmental review begin. This would be the traffic impact analysis, which will be necessary for both an initial study and a more complete environmental review. Beginning the traffic impact analysis now would enable the traffic count work to be completed while school is in session prior to the summer break.

For the more in-depth environmental review, which could take six to nine months for completion, staff will develop a scope of work and seek pricing from the on-call consultants in order to program funds in the budget for Fiscal Year 2018-2019.

PRIOR CITY COUNCIL REVIEW:

<b>City Council Meeting Date</b>	<b>Action</b>
November 18, 2013	Directed staff to initiate the process of preparing the Shores Park Master Plan
January 21, 2014	Reviewed draft request for proposals and scope of work for the Shores Park Master Plan
October 6, 2014	Awarded contract for the Master Plan to Schmidt Design Group
January 5, 2015	Reviewed Shores Park Master Plan project schedule
March 2, 2015	Approved the community survey conducted by True North Research (sub-consultant to Schmidt Design Group)
July 6, 2015	Report on Phase One of the Master Plan Process
January 19, 2016	Report on Phase Two and Presentation of Three Concept Bubble Diagrams
January 17, 2017	MOU with Winston School and Amendment to Schmidt Design Group's Agreement
May 1, 2017	Presentation of the Three New Concept Bubble Diagrams
July 17, 2017	Proposed Scope of Work Adjustment with Schmidt Design Group
October 12, 2017	Joint-Meeting with Shores Advisory Committee and Direction to Staff to Proceed with Revised Concepts based on SAC Recommendations
November 6, 2017	Status Update and Amendment of Agreement with Schmidt Design Group
February 5, 2018	Direct staff to proceed with sizing the proposed community activity building to be approximately 4,775 square feet

ATTACHMENTS:

- Attachment A – Resolution
- Attachment B – Memorandum of Understanding with Winston School
- Attachment C – Master Plan Draft Concepts
- Attachment D - Shores Park Master Plan – Guiding Principles and Proposed Amenities  
 (Excerpt from Report on Phase 1 - July 2015)

RESOLUTION NO. 2018- \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, AUTHORIZING AMENDMENT OF THE FISCAL YEARS 2017-2018 AND 2018-2019 OPERATING AND CAPITAL BUDGET TO FUND A TRAFFIC IMPACT ANALYSIS FOR THE SHORES PARK MASTER PLAN CONCEPTS

WHEREAS, the City of Del Mar embarked on a master planning effort for Shores Park in 2014; and

WHEREAS, on October 6, 2014, the City Council authorized entering an agreement with Schmidt Design Group to be the landscape architect consultant for the Shores Park Master Plan; and

WHEREAS, on January 17, 2017, the City Council authorized entering a Memorandum of Understanding to explore with the Winston School a collaborative approach to redevelopment of the park; and

WHEREAS, the City is advancing to the next phase of the park master planning effort by developing cost estimates for construction and ongoing operations of two concepts in preparation for seeking input on each from the community.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Del Mar, California, that:

1. The above recitals are true and correct.
2. The City Council authorizes the City Manager to execute a task order with an on-call environmental consultant for preparation of a traffic impact analysis on the two park master plan concepts in preparation for further environmental review, not to exceed \$30,000.
3. The City Council approves amendment of the Fiscal Years 2017-2018 and 2018-2019 Operating and Capital Budget to add \$30,000 to the Shores Park Master Plan capital project account (21-6817-5900).
4. The City Council approves a transfer of \$30,000 from the Measure Q Reserve Fund to fund the traffic impact analysis study.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Del Mar, California, at a Regular Meeting held on the 16<sup>th</sup> day of April, 2018.

---

DWIGHT WORDEN, Mayor  
City of Del Mar

APPROVED AS TO FORM:

\_\_\_\_\_  
LESLIE E. DEVANEY, City Attorney  
ATTEST AND CERTIFICATION:

STATE OF CALIFORNIA  
COUNTY OF SAN DIEGO  
CITY OF DEL MAR

I, Ashley Jones, Administrative Services Director/City Clerk of the City of Del Mar, California, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Resolution No. 2018-\_\_, adopted by the City Council of the City of Del Mar, California at a Regular Meeting held the 16<sup>th</sup> day of April 2018, by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

\_\_\_\_\_  
Ashley Jones  
Administrative Services Director/City Clerk  
City of Del Mar

**MEMORANDUM OF UNDERSTANDING  
BY AND BETWEEN THE CITY OF DEL MAR  
AND THE WINSTON SCHOOL FOR COLLABORATIVE MASTER PLANNING  
EFFORT FOR SHORES PARK**

This Memorandum of Understanding (“MOU”) is entered into effective January 19, 2017 (“Effective Date”), between the City of Del Mar (“City”) and THE WINSTON SCHOOL (“School”), (collectively the “Parties”) in furtherance of the proposed Shores Park Master Plan project (the “Park”). By this MOU, the Parties agree to the following points described in this MOU.

**RECITALS**

A. The City of Del Mar purchased the former Shores Elementary School property from the Del Mar Union School District in 2008, largely by way of financial contributions from the community, including the Winston School community

B. The vision for purchasing the property was for the future development of a park and recreational amenities, as well as a continued long-term lease with the School.

C. Founded in 1988, the Winston School is a California non-profit, public benefit corporation and has been granted 501(c)(3) status by the Internal Revenue Service.

D. The City’s current lease with the School acknowledges some aspects of the Park for which there has been non-exclusive “shared use” with the School, such as the turf open space field area and parking.

E. The City’s current Lease with the School extends through June 30, 2063, and includes terms for the School to submit a complete development application for the proposed redevelopment of the School by December 31, 2019; acquisition of all necessary permits and approvals and commencement of construction of the redevelopment by December 31, 2025; and issuance of a Certificate of Occupancy with respect to structures comprising not less than 40 percent of the redevelopment by December 31, 2027.

F. The City embarked on a master planning effort for Shores Park in 2014, and through extensive community outreach, a preferred list of the recreational amenities desired by the community to include as part of the Park has been developed.

G. It is recognized that there is value to the community, the City, and the School to look holistically at the overall site and to work collaboratively in the master planning effort to determine the best arrangement of the preferred amenities and the School’s need to complete a redevelopment master plan and to explore opportunities for shared use of amenities that may be within the current Park and the School’s lease area boundary

H. The purpose of this MOU is to clarify roles, expectations for what will be learned through the first phase of a collaborative master planning effort, timing, and cost sharing.

**NOW, THEREFORE**, the Parties agree as follows:

1. The City Council of the City of Del Mar finds that exploring development of the Park jointly with the Winston School would provide a benefit to the public by potentially offering recreational facilities and other community facilities that would not otherwise be available to the residents of Del Mar or to the students of the Winston School.

2. To work together on this next phase of the park master planning effort to explore options for a collaborative redevelopment plan for the entire site that provides the best benefit to the public, which would include placement of the school, or portions thereof, within the Park, as well as opportunities for shared-used amenities and/or facilities, such as parking, the activity building, and/or areas of the Park, such as turf space and a sport court.

3. That the community outreach efforts completed to date as part of the Shores Park Master Planning effort, including the stakeholder interviews, two community workshops, and a registered voter survey, which were used to identify a list of preferred amenities for the Park, remain relevant and provide the basis for exploring the shared-use approach effort.

4. The Winston School will provide specific information to the architect team (Schmidt Design Group under contract with the City and OBR Architecture under contract with the School) on parameters for the School's future master plan needs, such as building square footage, to feed into the collaborative master planning process, including parking needs for the School.

5. The City of Del Mar's landscape architect under contract, Schmidt Design Group, will work with the Winston School's architect, OBR Architecture, at each respective party's expense, to develop three shared-use master plan concept plans (e.g. "bubble diagrams") that show how all of the amenities could be situated on the Park site.

6. The architect team will identify common goals and complete a strengths/weaknesses/opportunities/threats ("SWOT") analysis for different elements to consider in looking at the overall site and the preferred amenities for how they might best fit to serve the needs of the Park, the City, the School, the neighbors, and the greater public good.

7. Winston School has indicated openness to the idea of potentially moving the School to a different location on the site and/or possibly a smaller or differently shaped footprint area for the School. These options will be explored in this next phase.

8. This MOU is not a final commitment by either party for moving forward with the collaborative approach to redeveloping the Park and School, although this MOU indicates each party is committed to, in good faith, exploring options with the goal of a better overall end product for the community and the School.

9. The end-product goal of this phase is three concept diagrams (e.g. bubble diagrams) depicting how the site could be developed from more of a shared-use perspective. After preliminary review with the staff project managers, the Shores Advisory Committee, the Winston School Board, and the Del Mar City Council, the bubble diagrams would then be reviewed with the public through a community workshop and possibly other methods to be determined.

10. Rough order of magnitude construction cost estimates for each of the three concepts will need to be developed. The City will pay for the preparation of the rough order of magnitude construction cost estimates for the Park amenities, shared-use elements, and site work (with the exception of the costs for the School-only portions of the project).

11. At the conclusion of this next phase, if there is interest in moving forward with a collaborative approach to redevelopment of the Park, the cost sharing arrangement for the next steps would be determined at that time. The mechanics for how the shared-use operations would function would also be determined in the future.

12. If after this initial phase there is interest in moving forward with a shared-use master plan design for the Park and construction of shared-use facilities, the City agrees to consider a long-term restructuring of the City's lease with the Winston School in exchange for a commitment by Winston School to participate in a capital fundraising effort for the shared use facilities. The City and the School agree that the details for how the lease would be restructured would be determined at a future point, once there is mutual agreement to move forward with a shared-use master plan.

13. The amount of the capital fundraising commitment for the School would be determined in the future based on the scope of the project. The timing for this commitment would also be determined. However, the City's expectation is to move forward with the project more quickly than the current lease requires the School to proceed with implementation of its master plan.

14. The School will remain financially responsible for development and construction of the School-only facilities.

15. It is the intent of the Parties that the Park be developed as a public project and that all of the amenities constructed on the Park site will have a significant public benefit.

16. All provisions of the existing lease between the City and the School remain in full force and effect.

17. The objective is to complete the exploration process for the shared-use concept, including the community outreach process, by June 30, 2017.

[Signatures on following page]

IN WITNESS WHEREOF, the Parties have executed the Memorandum of Understanding.


**FOR THE CITY OF DEL MAR:**

2/6/2017  
Date

  
\_\_\_\_\_  
Scott W. Huth  
City Manager

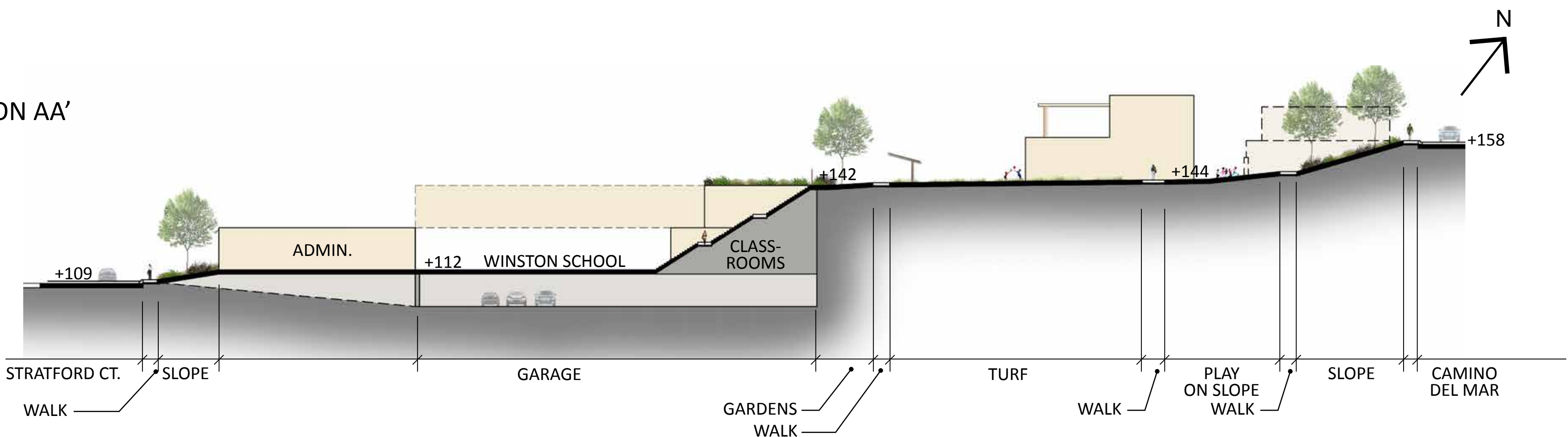
**FOR THE WINSTON SCHOOL**

Jan. 27, 2017  
Date

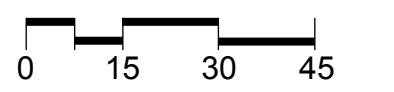
  
\_\_\_\_\_  
By:  
Name: Dena Harris  
Its: Head of School & Executive Director

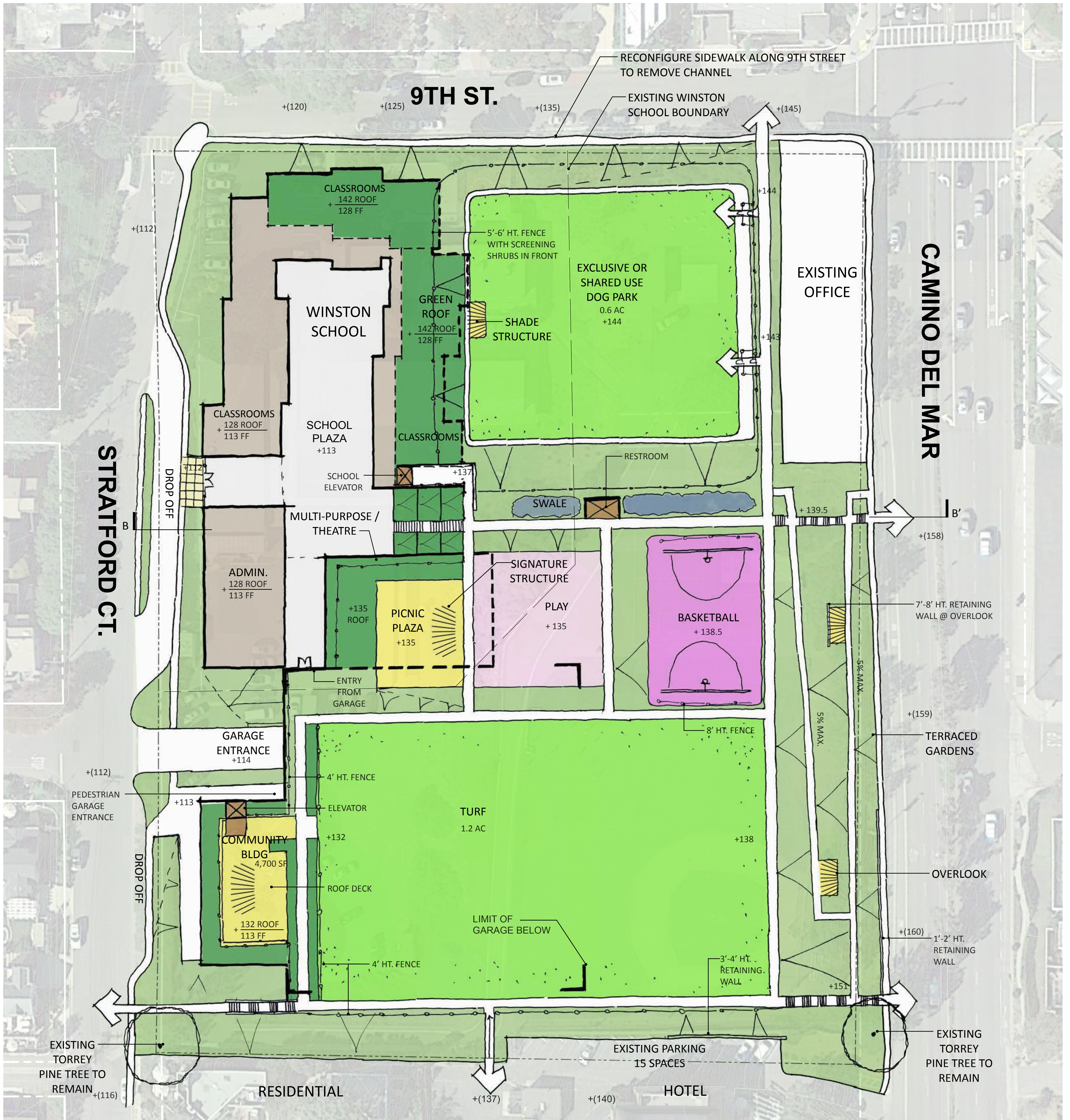


SECTION AA'

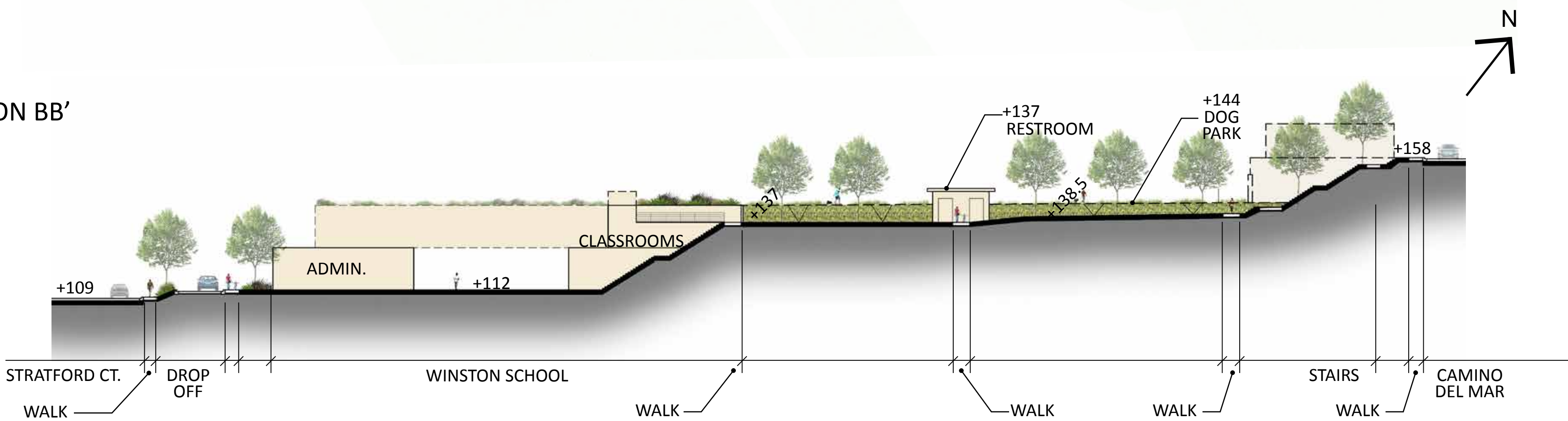


Scale: 1" = 30'-0"





SECTION BB'



# 6 SUMMARY OF FINDINGS

The City of Del Mar purchased the 5.3 acre Del Mar Shores property in 2008 with the intention of preserving open space and enhancing recreational uses in the City, as well as the continued operation of the Winston School. Currently, the Shores Park property offers a small Community Building which is leased and operated by Del Mar Foundation (and also houses the Del Mar Community Connections), and an open grassy field that is used for informal recreation and as an intermittent dog park.

In 2014, the City of Del Mar embarked upon a master planning process for Shores Park to create a long-range vision to guide the park's future development. Based on a multi-faceted assessment of current and future needs, the master plan will identify the types of amenities and facilities that will be included in the park, the types of programs and activities it will support, as well as a plan for implementation.

A critical component of the master plan process is building a meaningful and lasting relationship with the community through ongoing community engagement. The community has been particularly engaged throughout the process which included a city-wide survey, interest group interviews, informal pop-up events, and a community workshop. The findings are summarized below into guiding principles and a preliminary list of possible amenities that will inform the next steps of the master plan process.



Community Workshop #1, "Plan Your Park" Event  
Image by City of Del Mar

### 6.1 Guiding Principles

The depth and breadth of feedback received during the “DISCOVER” phase of the Shores Park master plan process has been utilized to develop the following Guiding Principles. Future design alternatives will be evaluated in part by how well they accomplish these goals.

- Provide a beautiful and peaceful neighborhood park environment that serves the residents of Del Mar.
  - Create an inclusive space that offers recreational opportunities for all ages.
  - Thoughtfully integrate the needs and desires of residents visiting the park with or without pets.
  - Capture the dramatic views to the Pacific Ocean.
  - Provide a gardenesque park setting that is environmentally and economically sustainable.
- 
- Integrate the activities, program, circulation, and recreational needs of the Winston School.
  - Create a park that reflects the rich history, unique culture, and community character of Del Mar.



Community Workshop #1, “Plan Your Park” Event  
Image by City of Del Mar

### 6.2 Potential Amenities

One goal of the “Discover” phase was to start to identify the types of amenities that Del Mar residents view as priorities for inclusion in Shores Park in the future. Potential amenities were collected at all stages of the community outreach process and will continue to be collected and refined throughout the master plan process. Not all amenities will be accommodated within the Shores Park site based on site constraints and community preferences; therefore, the potential amenities are grouped into three tiers

based on community feedback, prioritized from Tier 1 (highest priority) to Tier 3. Within each tier, the amenities are presented in alphabetical order.

#### i. Tier I Potential Amenities

Based on recurring themes from all community outreach efforts, the community expressed a strong collective interest in the amenities identified below. Based on overwhelming consistent interest, these core elements should be incorporated in future design alternatives (not in priority order):

- Attractive gardens and landscaping (low water use/sustainable)
- Benches for sitting, enjoying views, reading, meditating, etc.
- Fully accessible for visitors with disabilities
- Furnishings such as trash and recycling receptacles, drinking fountains, bike racks, etc.
- Off-leash grassy areas for off-leash dog activities (not obvious or rigid fences)
- Open turf for flexible play (required by lease with Winston School)
- Indoor meeting/recreational community space
- Accommodate children's activities
- Parking to meet code requirements
- Picnic area(s)
- Restroom
- Shade
- Walking paths

#### ii. Tier II Potential Amenities

In addition to the core list of Tier 1 amenities, there was also significant interest in other possible amenities that should be further evaluated for inclusion based upon community interest and space availability:

- Basketball half court
- Children's playground
- General purpose room that can be used for community programming and activities (such as exercise classes, cooking classes, meetings, arts and culture, etc.)
- Multi-purpose court (basketball/pickle ball/tennis etc.)
- Outdoor fitness course

#### iii. Tier III Potential Amenities

In addition to the Tier 1 and Tier 2 amenities, there was also interest in other possible amenities that should be further evaluated for inclusion based upon community interest and space availability. This list of Tier 3 amenities is not comprehensive as it will continue to be refined throughout the process as new ideas are added by the community:

- Amphitheater
- Auditorium (joint-use with Winston School)
- Community garden
- Interpretive education (such as plant identification tags, educational signage, etc.)
- Youth sports field (youth baseball/softball). This would primarily include a practice area that is not heavily programmed.
- Bocce ball

# SHORES PARK MASTER PLAN

THE CITY OF DEL MAR

# DISCOVER

# EXPLORE

# ENVISION

DEL MAR CITY COUNCIL

April 16, 2018

SCHMIDT DESIGN GROUP, INC.



BALANCING ARTISTIC EXPRESSION IN DESIGN  
WITH ENVIRONMENTAL SENSITIVITY

1111 Sixth Avenue, Suite 500, San Diego, CA 92101  
telephone (619) 236-1462 facsimile (619) 236-8792  
[www.schmidtdesign.com](http://www.schmidtdesign.com)

Lic. CA 2138, NV 219, AZ 34139



# RECAP OF PROJECT PROCESS

## Schedule

- • Council Meeting to preview Two Bubble Plans April 16, 2018
- SAC Meeting to Preview Refined Graphics and costs Summer 2018
- Community Meeting #3 Summer 2018
- Future Meetings and Hearings Refining to One Preferred Design Summer / Fall 2018

# BUBBLE DIAGRAMS January 2016

## Concept A



## Concept B



## Concept C



First bubble diagrams were completed without close collaboration with Winston School.

# BUBBLE DIAGRAMS April 2017

## Concept A



## Concept B



## Concept C



These schemes were presented to SAC, City Council, City Staff, Non-Profits, and Winston School. Concept B has been eliminated (concern regarding entrance off 9<sup>th</sup> street) and the remaining 2 schemes have been refined.

## PROGRAM ELEMENTS April 2018

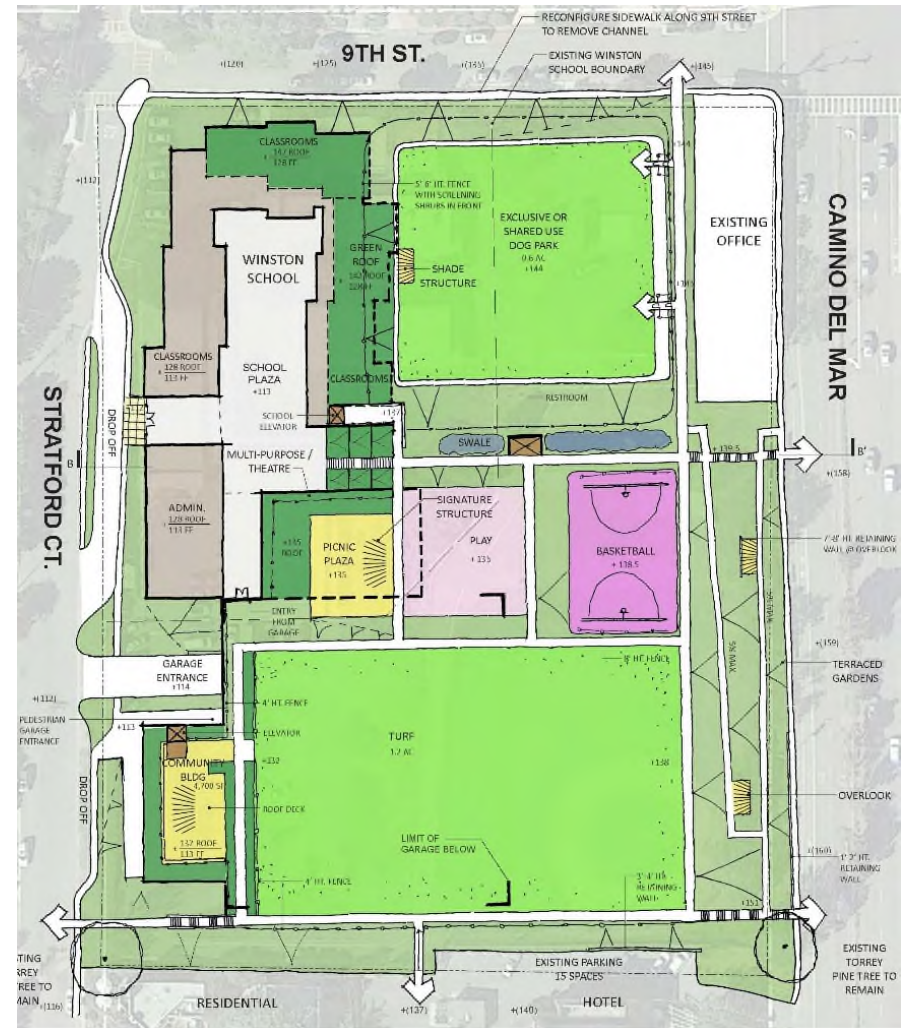
1. Covered (structured) parking to accommodate 80 parking spaces with park or school amenities above.
2. An independent community building, approx. 4,700 s.f.
3. Recreational areas for dogs and people.
4. Open turf areas for informal athletic play.
5. A full size multi-sport court, picnic areas, gardens, seating, overlooks, and children's play area.
6. Include Tier I, II, and III amenities desired by the community .

# BUBBLE DIAGRAM ALTERNATIVES

April 2018



Concept A



Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018

## Community Building Alternative Locations



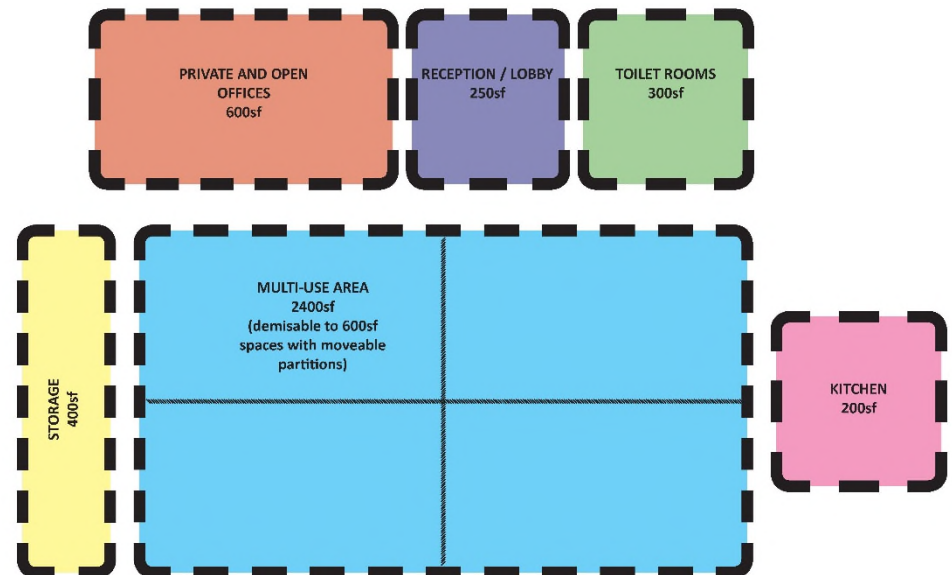
Concept A



Concept B

## Community Building Design

1. Independent building
2. 4,775sf
3. Proposed Program Elements:
  - Lobby
  - Office space
  - Multi-Use Area
  - Storage
  - Bathrooms
  - Warming/residential kitchen

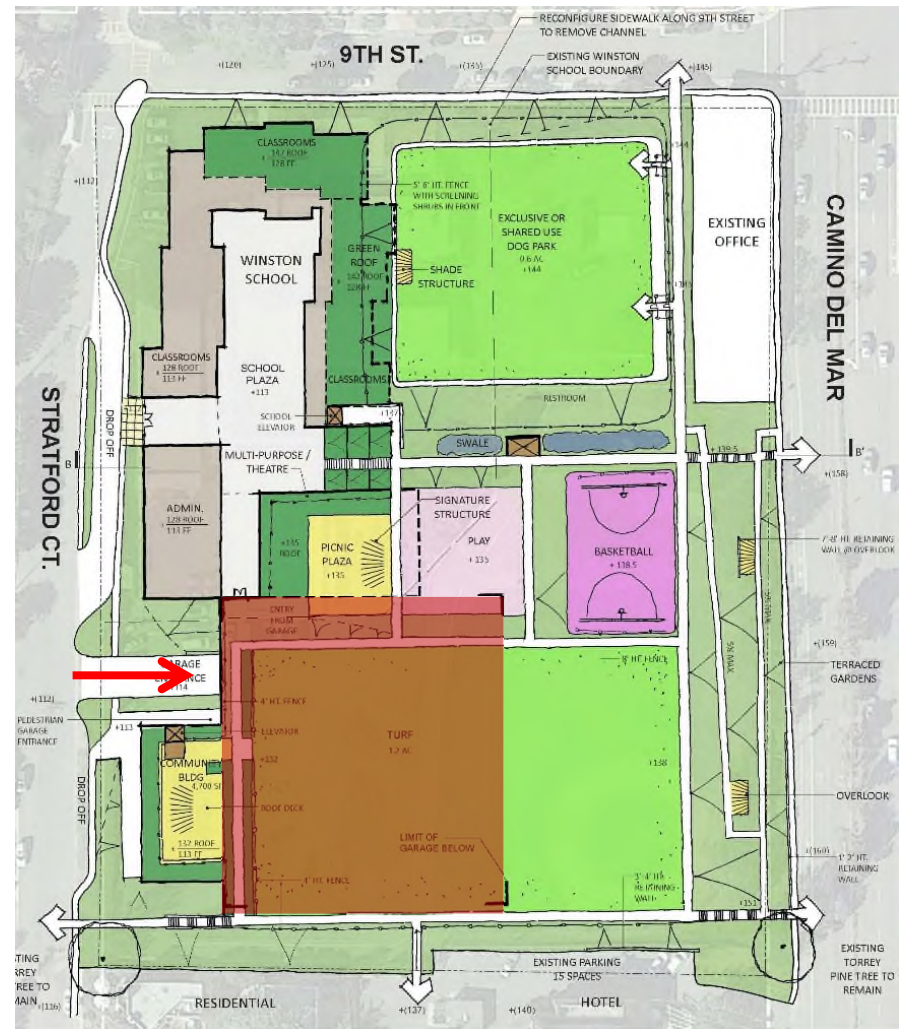


# BUBBLE DIAGRAM ALTERNATIVES April 2018

## Covered (structured) Parking Location



Concept A



Concept B

Concept A

BUBBLE DIAGRAM ALTERNATIVES April 2018



# Concept A

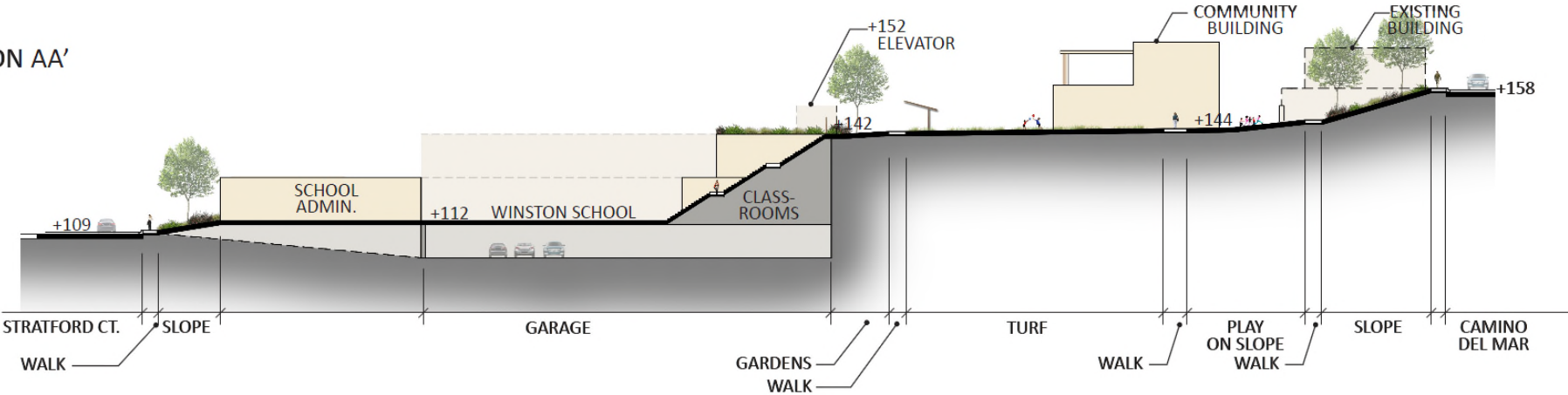
# BUBBLE DIAGRAM ALTERNATIVES April 2018



Concept A

BUBBLE DIAGRAM ALTERNATIVES April 2018

SECTION AA'

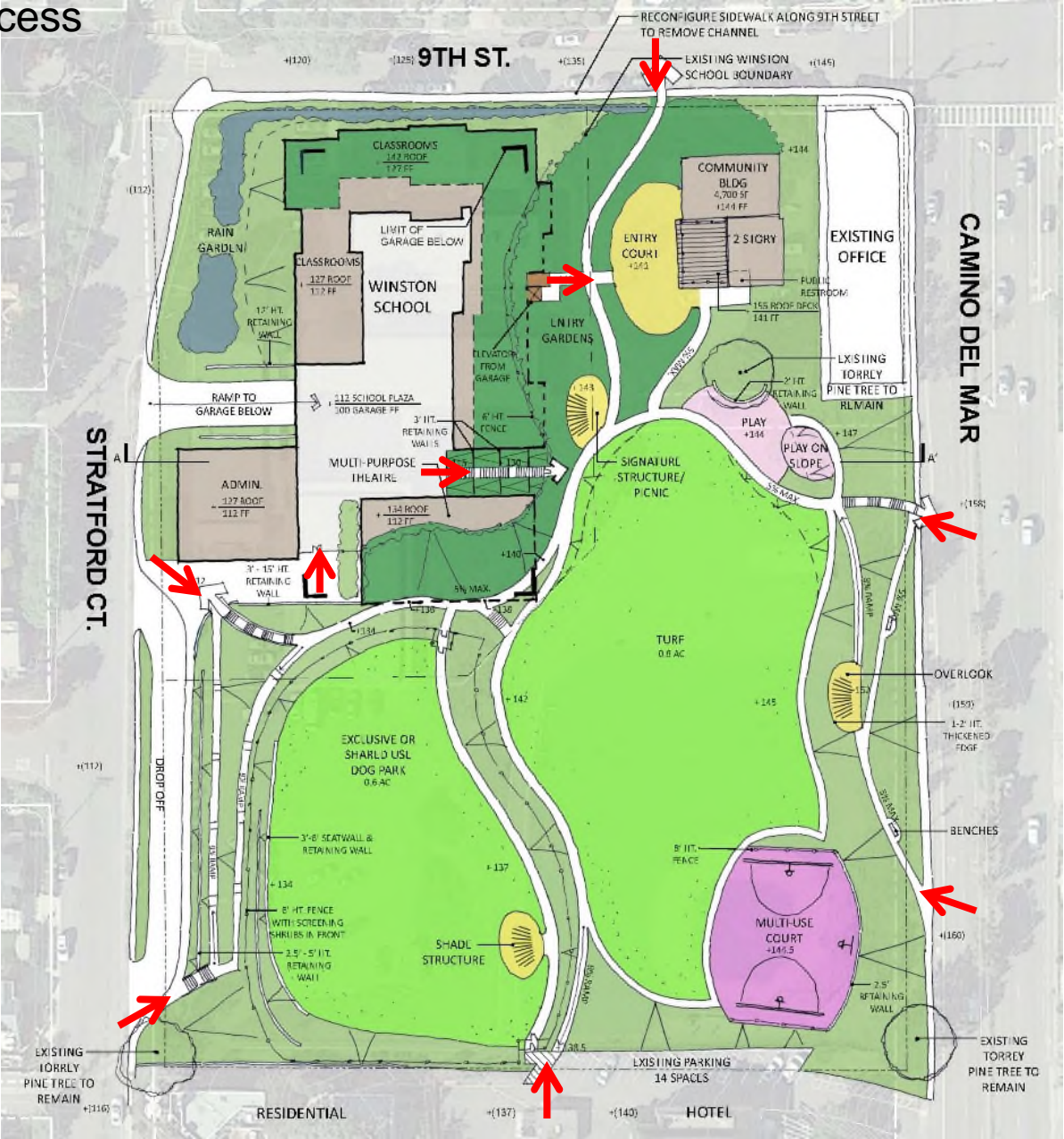


Section Looking North

Concept A

BUBBLE DIAGRAM ALTERNATIVES April 2018

Pedestrian Access



# Concept A

Public Restroom located at Community Building

## BUBBLE DIAGRAM ALTERNATIVES April 2018



# Concept A

Overlooks,  
Playground,  
Basketball Court

## BUBBLE DIAGRAM ALTERNATIVES April 2018



# BUBBLE DIAGRAM ALTERNATIVES April 2018

## Concept A Open Turf

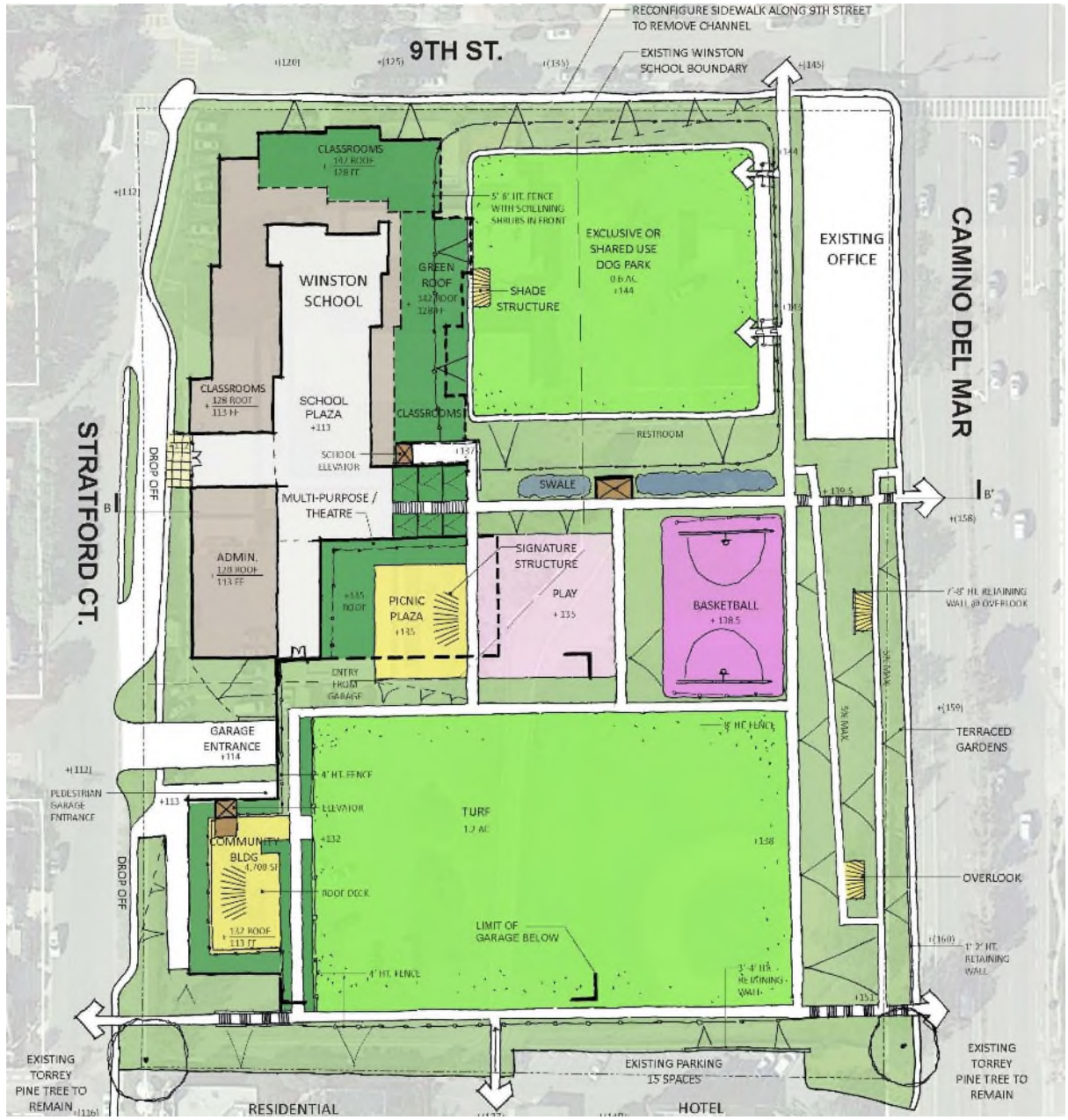


Flexible open Turf for play .8 Acre

Exclusive or shared use dog park, .6 Acre

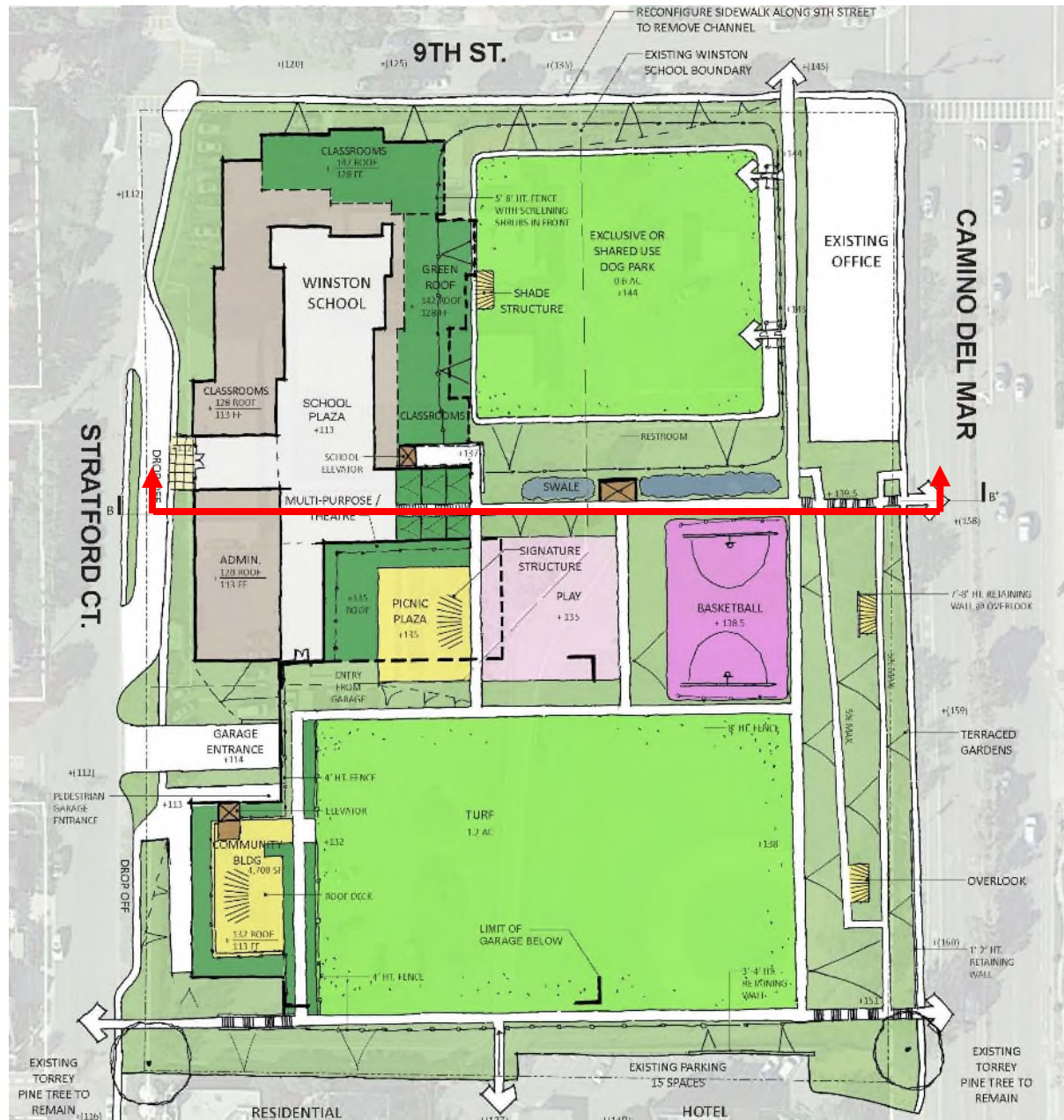
# Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018



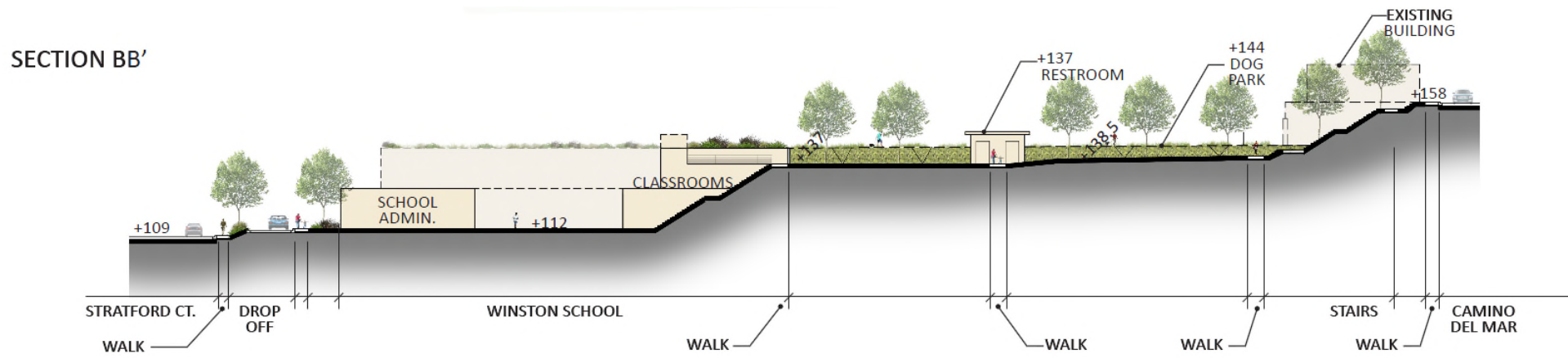
# Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018



# Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018

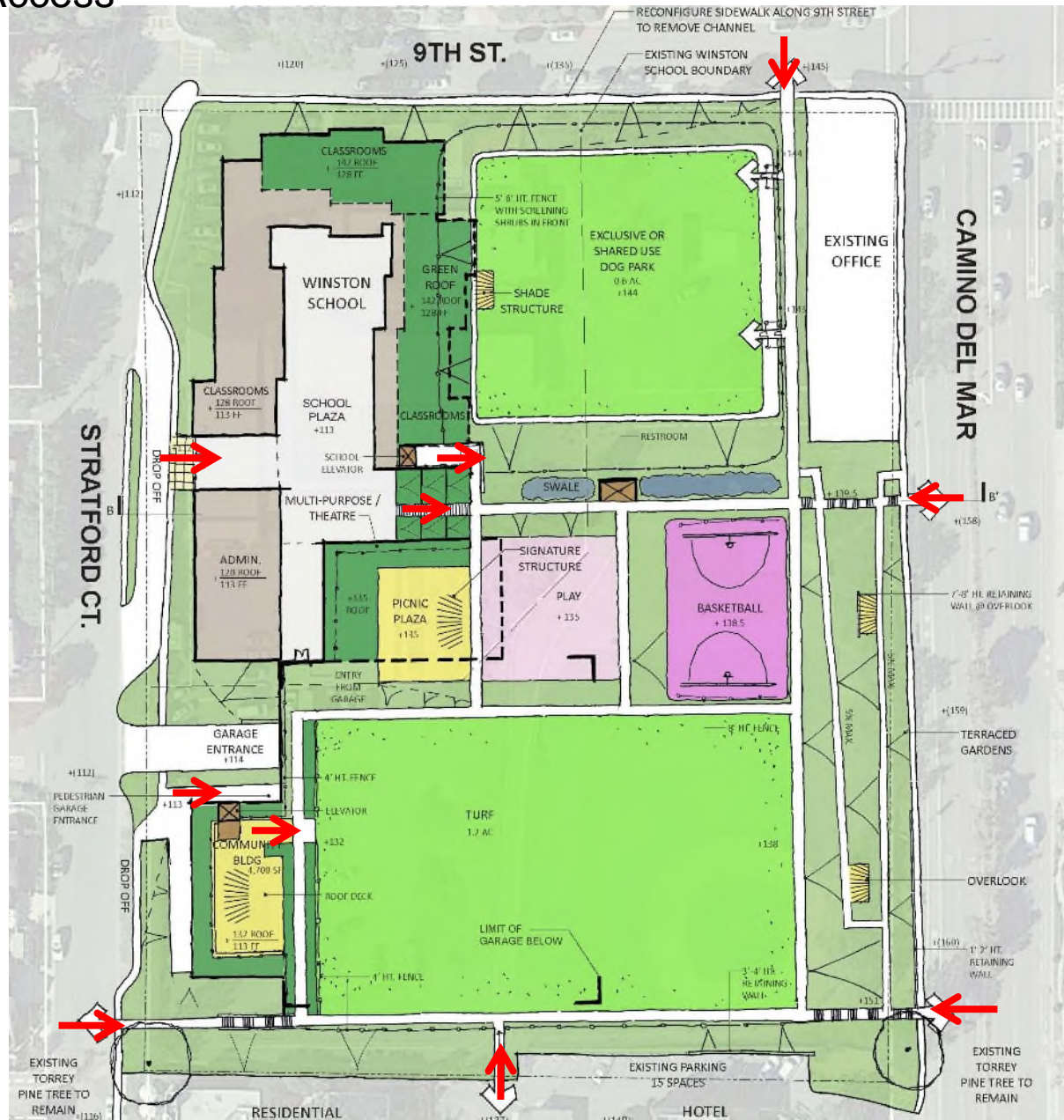


Section Looking North

# Concept B

## Pedestrian Access

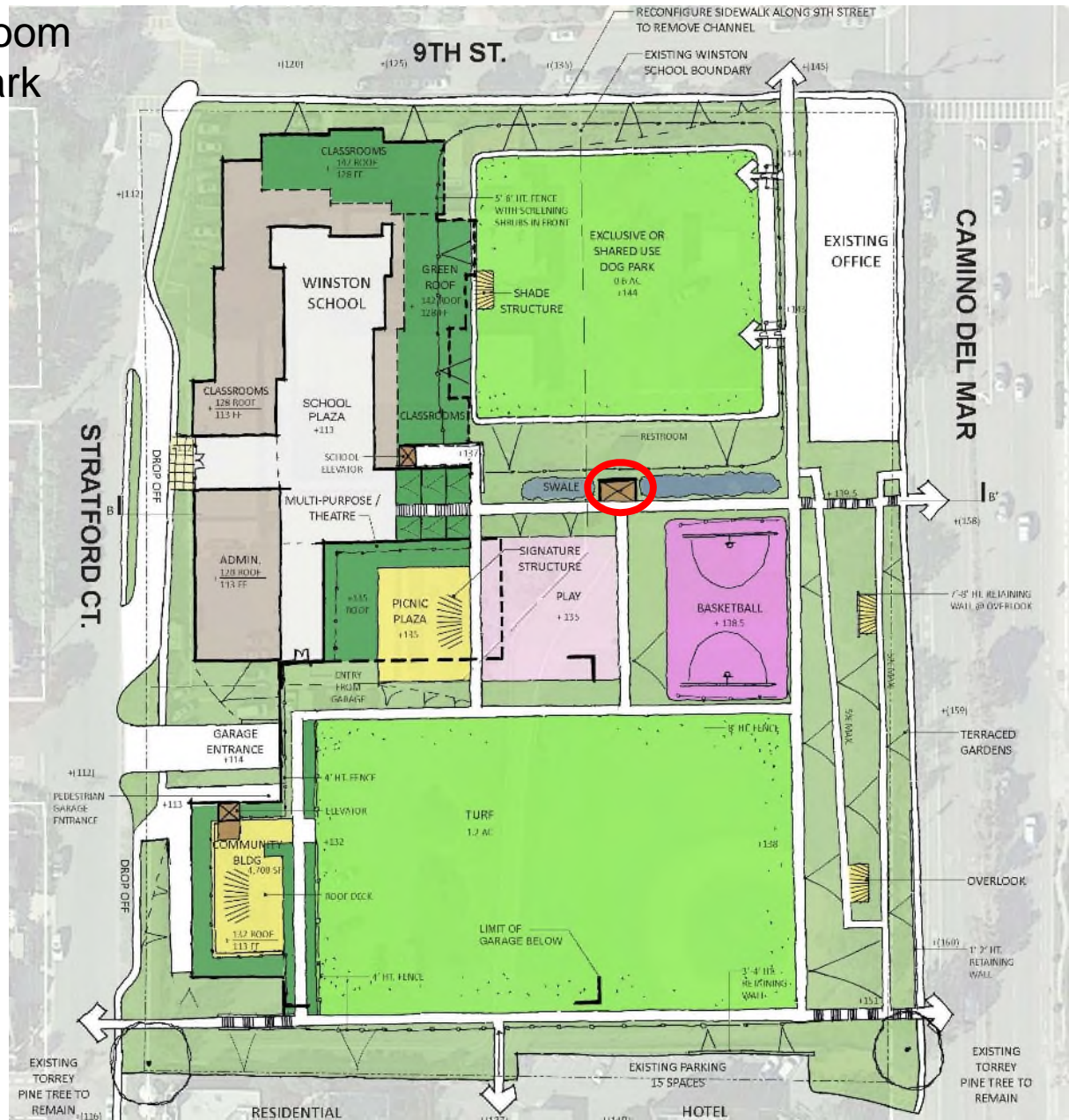
# BUBBLE DIAGRAM ALTERNATIVES April 2018



# Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018

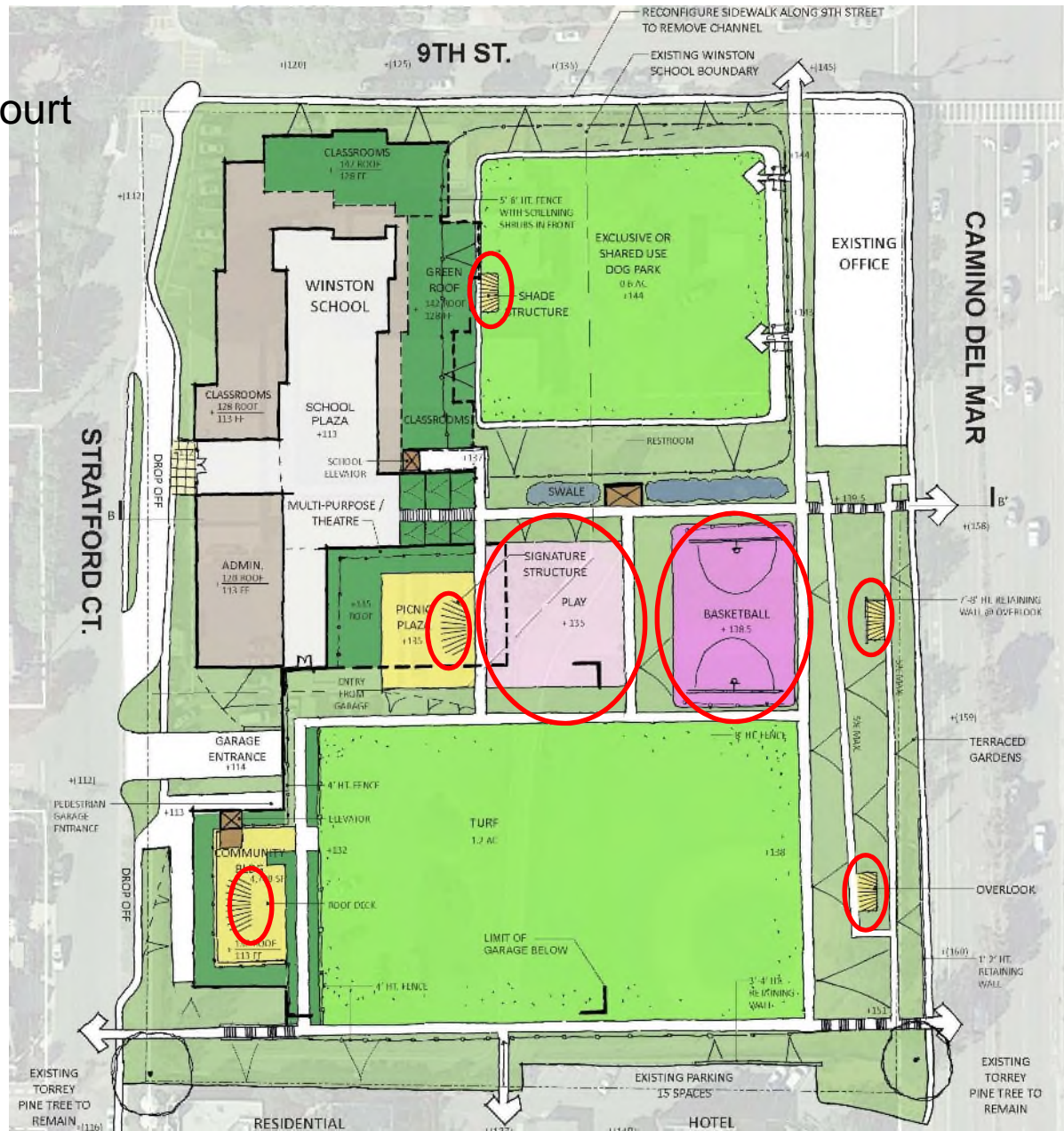
Public Restroom located in Park



## Concept B

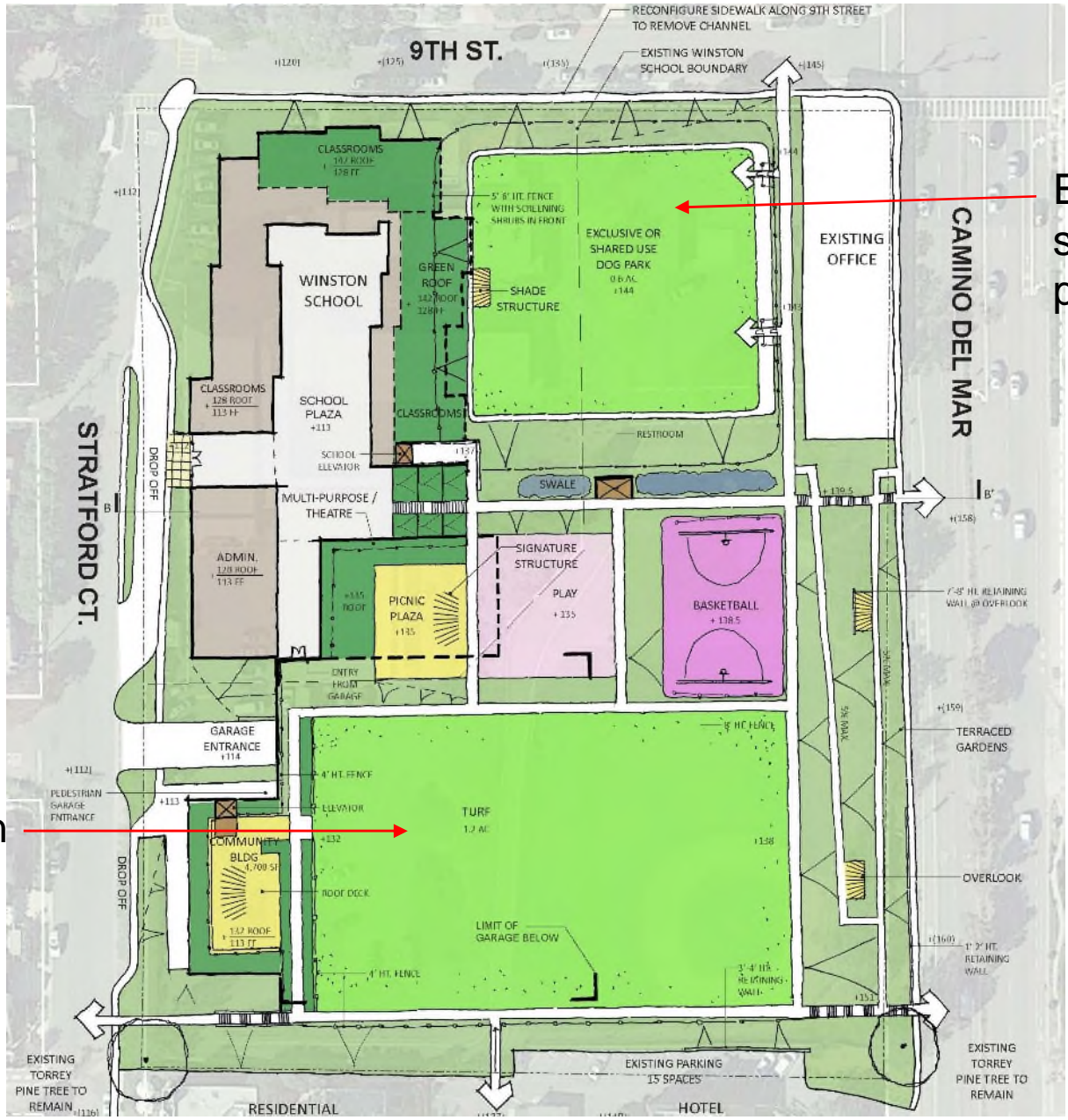
## BUBBLE DIAGRAM ALTERNATIVES April 2018

Overlooks,  
Playground,  
Basketball Court



# Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018



Exclusive or shared use dog park, .6 Acre

Flexible open Turf for play 1.2 Acre

# Existing Joint Use Turf and Field, .91-acre



# BUBBLE DIAGRAM ALTERNATIVES April 2018

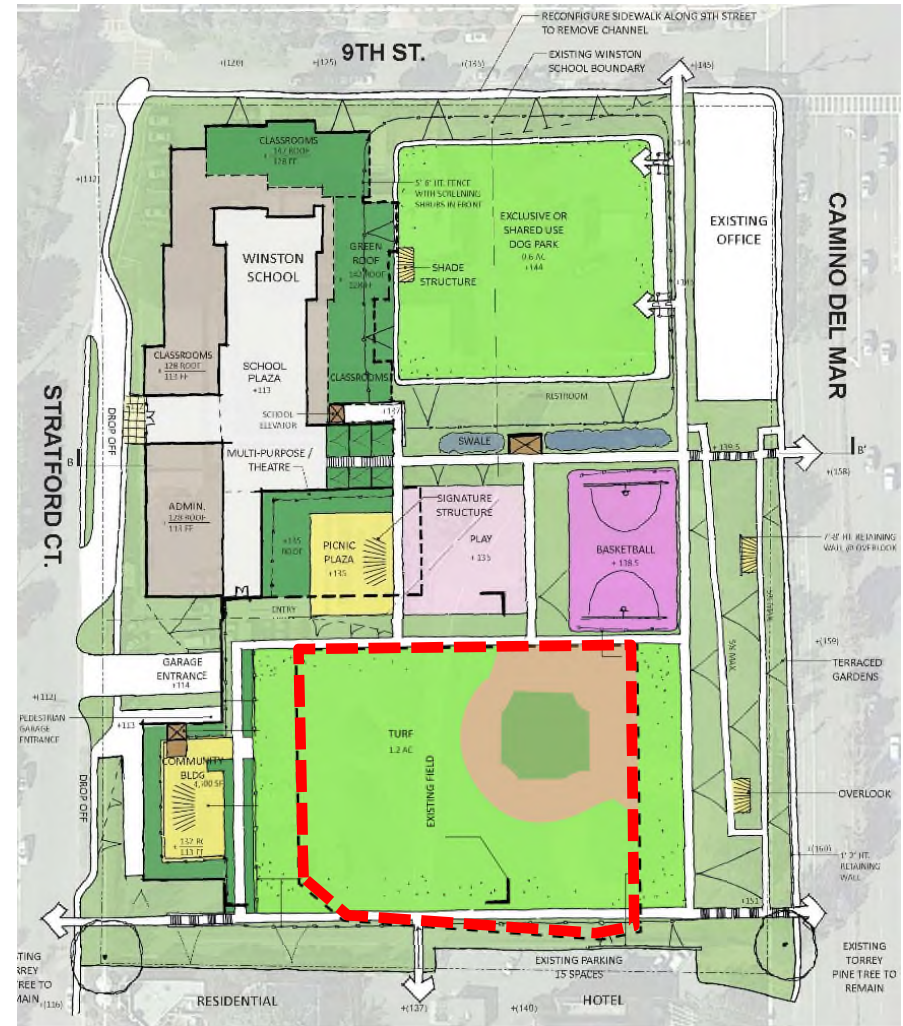
Existing Field total **.91-acre**  
 (Turf .65-acre, Infield .26-acre)  
 Proposed Field **.8-acre**

## Open Play Field Dimensions

Existing Field total **.91-acre**  
 (Turf .65-acre, Infield .26-acre)  
 Proposed Field **1.2-acres**



Concept A



Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018

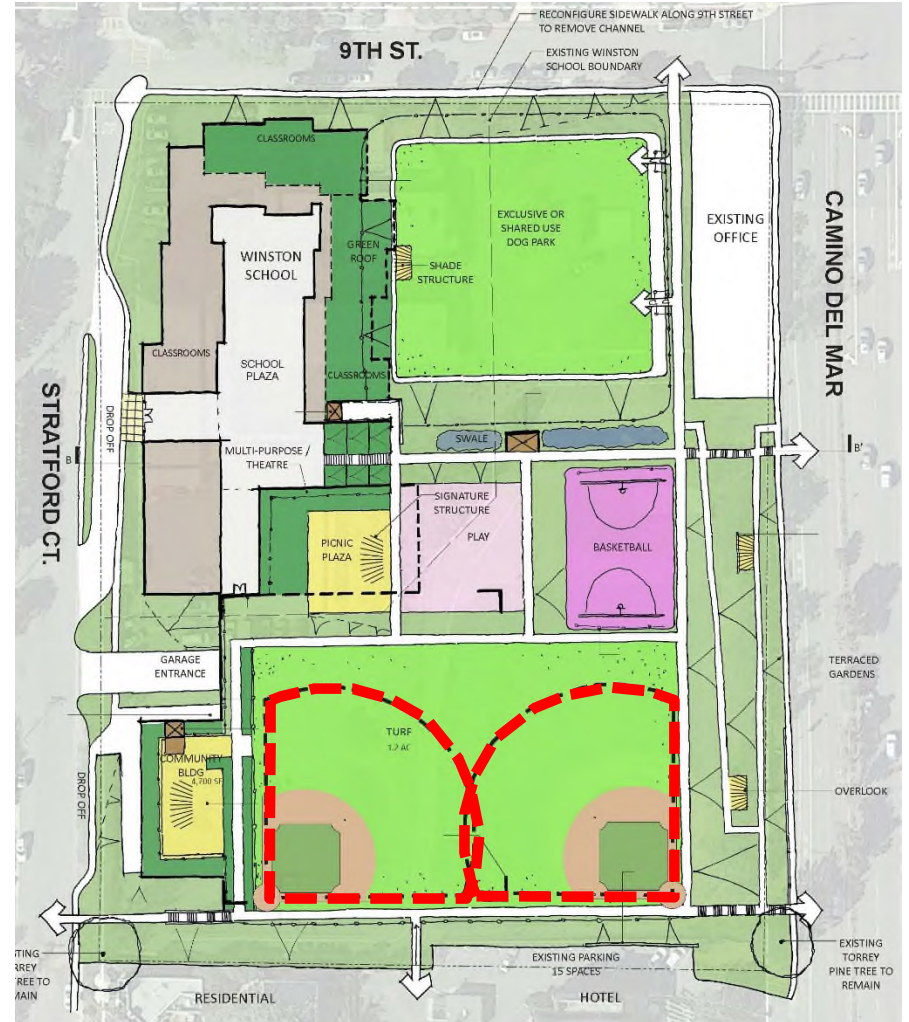
**6U T-Ball**  
1 – Field (125' Foul Line)

Open Play Field Dimensions

**6U T-Ball**  
2 – Fields (125' Foul Line)



**Concept A**



**Concept B**

# BUBBLE DIAGRAM ALTERNATIVES April 2018

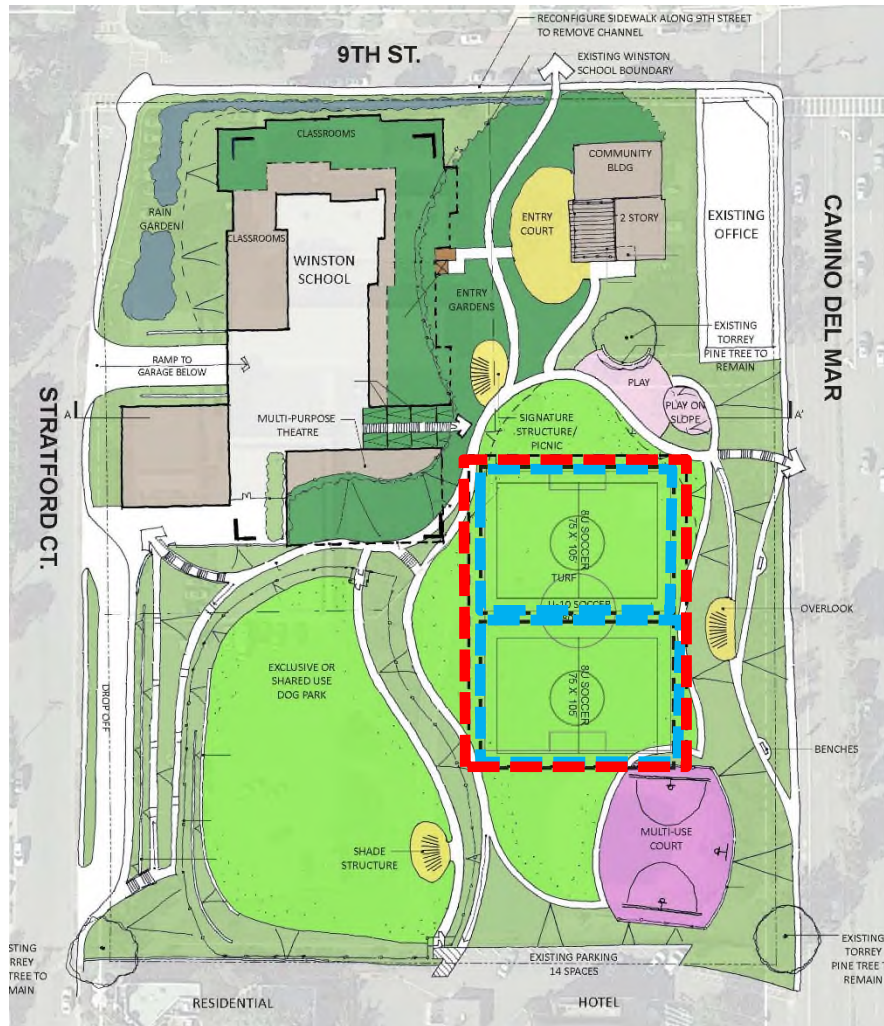
## Soccer

- 1 – U10 Field (120'x180')
- 2 – U8 Fields (105'x75')

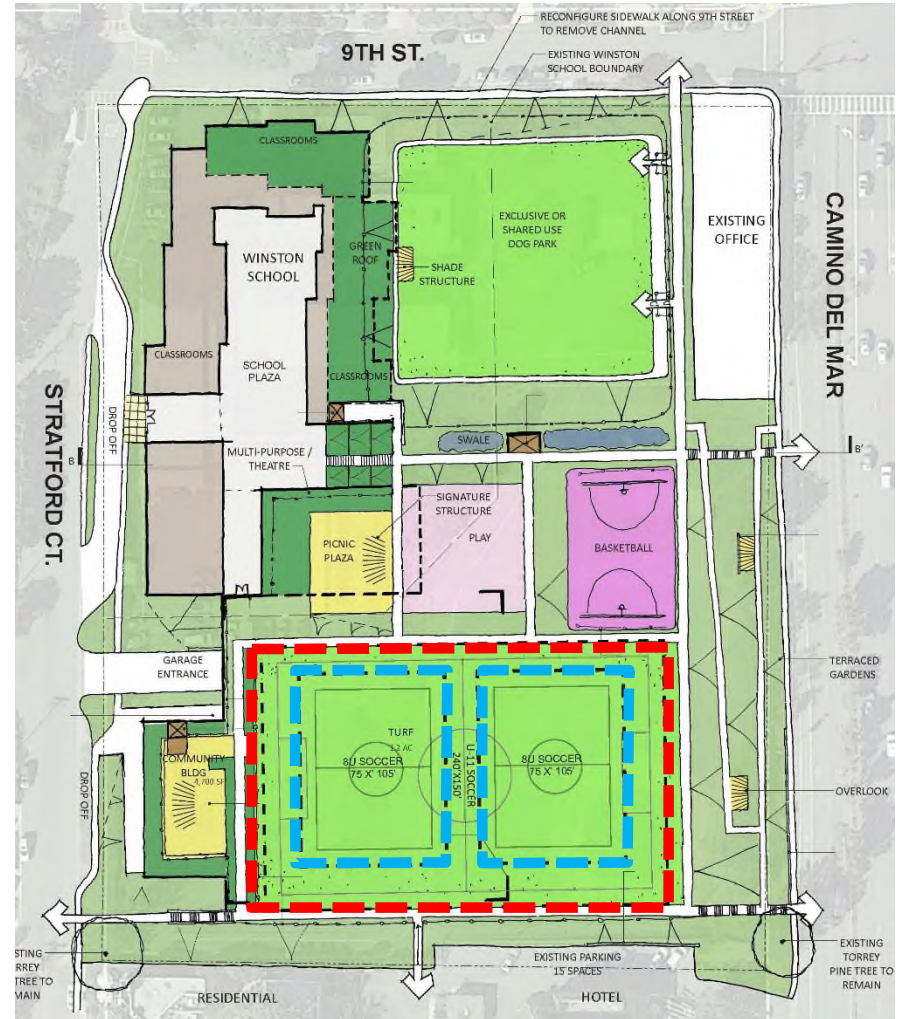
## Open Play Field Dimensions

## Soccer

- 1 – U11 Field (150'x240')
- 2 – 8U Fields (105'x75')



Concept A



Concept B

# BUBBLE DIAGRAM ALTERNATIVES April 2018

Existing Field total **.91-acre**  
 (Turf .65-acre, Infield .26-acre)  
 Proposed Dog Park **.6-acre**

Exclusive or Shared use  
 Dog Park Dimensions

Existing Field total **.91-acre**  
 (Turf .65-acre, Infield .26-acre)  
 Proposed Dog Park **.6-acre**



Concept A



Concept B

# NEXT STEPS

## Schedule

- Council Meeting to preview Two Bubble Plans April 16, 2018
- ➔ • SAC Meeting to Preview Refined Graphics and costs Summer 2018
- Community Meeting #3 Summer 2018
- Future Meetings and Hearings Refining to One Preferred Design Summer / Fall 2018

# BUBBLE DIAGRAM ALTERNATIVES

April 2018



Concept A



Concept B

**THANK YOU**

# Bird's-eye View Looking South

# REFINED PARK PROGRAM

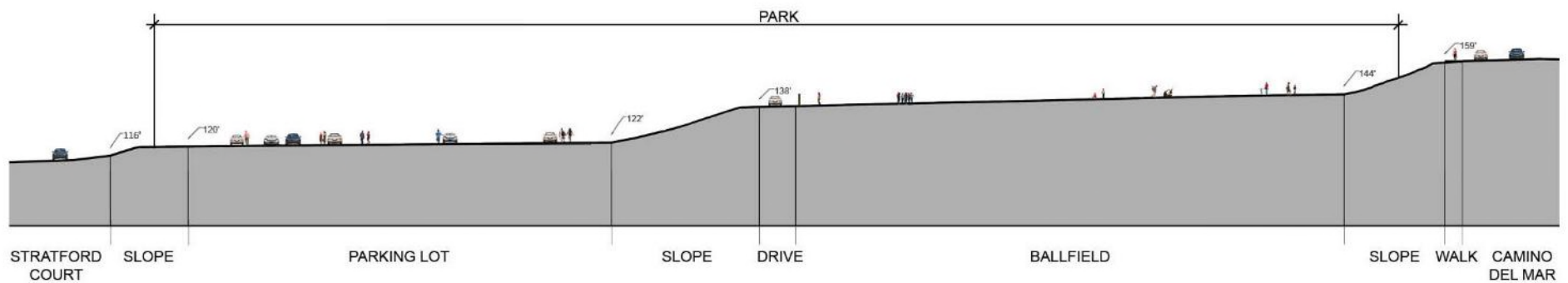


# Bird's-eye View Looking North-West

# REFINED PARK PROGRAM



# 45 - 50 Foot Elevation Change Stratford Court up to Camino Del Mar



Section Looking North

## Tier I Potential Amenities on New Concepts

- Attractive gardens and landscaping (low water use/sustainable)
- Benches for sitting, enjoying views, reading, meditating, etc.
- Fully accessible for visitors with disabilities
- Furnishings such as trash and recycling receptacles, drinking fountains, bike racks, etc.
- Grassy areas for off-leash dog activities (no obvious or rigid fences)

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

## Tier I Potential Amenities on New Concepts

- Open turf for flexible play (also addresses Winston School lease requirement)
- Indoor meeting/recreational community space
- Parking to meet building code
- Accommodate children's activities
- Picnic area(s)
- Restroom
- Shade
- Walking paths

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

New Concepts A,B

## Tier II Potential Amenities

- Basketball (half court) Concept B
- Multi-purpose court (basketball/pickle ball/tennis etc.) Concepts A
- Children's playground New Concepts A,B
- Outdoor fitness course New Concepts A,B

## Tier III Potential Amenities

- Amphitheatre Not included in Concepts
- Multi-purpose theatre (potential joint use with Winston School) Concepts A,B
- Community garden Not included in Concepts
- Interpretive education (plant ID tags, education signage, etc.) Not included in Concepts
- Sports fields (youth baseball/softball) Included but not as formal fields in Concepts
- Bocce ball Not included in Concepts



**Sarah Krietor**

---

**From:** Jim Watkins <jimwatkins@winnerscircleresorts.com>  
**Sent:** Friday, April 13, 2018 9:58 AM  
**To:** City Clerk Mail Box  
**Cc:** Dwight Worden; Sherryl L. Parks; Ellie Haviland; Terry Sinnott; David Druker  
**Subject:** Red Dot Item #7 - April 16th council meeting

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Congratulations to the Shores Advisory Committee and designers for a great plan to best utilize the Shores property for so many wonderful community activities. I fully support the overall plan and favor Plan B.

Sincerely,

James M. Watkins  
Investment Analyst  
P.O. Box 99  
Del Mar, CA 92014

(858) 755-3991 Office  
(858) 755-8075 Fax



**RED DOT**

April 13, 2018

TO: Del Mar City Council  
FROM: Joe Sullivan  
Friends of Del Mar Parks  
SUBJ: April 16 Council Meeting: Item  
Shores Master Plan

I enthusiastically endorse the recommendation of staff and the Shores Advisory Committee to approve the two concept plans, directing staff to prepare cost estimates and a traffic study. I commend all involved for presenting two attractive designs that each include the four recommendations adopted by the Council in October 2017 along with an adequate amount of unprogrammed open space. Thank you for continuing to move this project forward.

Respectfully submitted,



---

**From:** City Clerk Mail Box  
**Subject:** FW: Shores Park red dot

**From:** Pat JaCoby <pat.jacoby96@gmail.com>  
**Sent:** Sunday, April 15, 2018 10:39 PM  
**To:** City Clerk Mail Box <CityClerk@delmar.ca.us>  
**Subject:** Shores Park red dot

Neither Concept A or B seem to adequately address the need for play facilities for our small youngsters. We have only one Tot Lot --always overcrowded--in town. As appropriate, the two concepts answer athletic needs with baseball diamond and basketball court, but playground needs for young children seem neglected.

Thank you.



**Follow-Up Comments on the True North Survey Data on Shores Dog Uses  
and a Comment on Code of Civil Discourse and Shores Advisory Committee**

Betty Wheeler, Seaview Ave  
April 16, 2018

I spoke to you previously about the assertion by the Shores Advisory Committee and its consultant, Glen Schmidt, that a separated area for off-leash dog use, rather than shared use, has been clearly established as supported by a majority of the community.

You are about to decide what to cost out and move forward with respect to Shores Park. You should do that with an accurate understanding of the data on shared or separate use, and what existing data does and doesn't establish.

When I asked the Committee at its Sept 2017 meeting to share what data it relied on to support its conclusion, Mr. Schmidt cited the True North survey of registered voters as the most important data, saying that 17% indicated support for separate use. Indeed, the July 2015 report from Schmidt Design Group reports, as a "key takeaway" from the survey: "Interest is [sic] creating a **separated** area for off-leash dog activities. Refer to the "Desired Shores Park Improvements" graph found in the survey report." [emphasis added]

I asked for the underlying survey data in October, because the 17% figure from *the* True North report about Question 16 clearly added together very different, potentially opposite types of responses: those who wanted a separate dog park, and those who wanted longer dog hours. Thus, people like Lynn Gaylord, who support shared use but also support longer dog hours, were actually counted as part of the statistic used to "prove" that the majority wants separate use.

I asked for the survey data in October, and I received it in February. That means that February 2018 was the first time anyone in the community, and presumably on the Committee and Staff as well, saw the actual, verbatim responses that comprised that 17%.

**The bottom line is indisputable: the survey data absolutely does not support the conclusion reported in the Schmidt report. Nor did True North itself ever**

**characterize the survey data as supporting separated use, rather than shared use.**

The punch line in numbers:

- **72.64%** of the respondents – the vast majority – expressed no opinion at all in response to Question 16 about dogs, dog uses, or shared or separate spaces.
- **10.7%** of the respondents expressed “dog-negative” opinions, including 4.48% who wanted no dogs at all at Shores Park, but **only 2.99%** specifically expressed support for separated or segregated dog areas. An additional **1.49%** expressed “dog-cautionary” comments, relating to signage, picking up dog poop, and making the park not just for dogs, but not expressing an opinion as to shared or separate use.
- **15.42%** of the respondents expressed “dog-positive” opinions, supporting a variety of dog-friendly options, including more off-leash hours or days, and dog areas.

Thus, an open-ended question which did not ask at all about dogs, where 72+% said nothing about dogs, more people gave “dog-positive” answers than “dog-negative” answers, and only 2.99% expressed support for separate use, was reported by Schmidt as the basis for a “key takeaway” that there is “interest in creating a separated off-leash dog area.”

The structure of the survey question itself makes it clear that it is not intended to, and does not, provide a metric as to whether people prefer shared or separate use. The question was an open-ended one that asks, “If you could improve up to three aspects of Shores Park in Del Mar, what improvements would you most want to see?” Because the question asks about improvements to the park, most respondents would likely not respond by describing an existing feature or aspect of the park. The status quo at the time of the survey was shared use of the grassy area. No survey question asked whether people preferred shared or separate use.

Other data in that same Schmidt report shows strong support for shared use. For example, at the May 2, 2015 Community Workshop, 46 residents expressed

explicit support for “shared space for all (including people and dogs),” while 15 expressed support for “separate space for dogs and people.” So that’s 3:1 for shared use. Other parts of the Schmidt report that suggest majority support for separate use, based on interviews or community outreach, do not provide the underlying data for scrutiny – only a conclusory statement.

The community has NEVER been surveyed as to whether it prefers shared or separate use – much less in the context of a plan that would reduce the area available for off-leash use to about 60% of the current area, if separate use is chosen.

I know you’ve made a decision based on the Advisory Committee’s recommendation to look only at separate use, but both that decision and the Committee’s recommendation was based in significant part on a deeply flawed interpretation of the True North data.

Of course, you are free to make decisions regardless of the data, or in the absence of data. It’s not what I think of as the best approach. My purpose, in part, is simply to correct the record, as represented by the Schmidt report and representations made at both Council and committee, that the True North survey supports a conclusion that the majority prefers separate use. I encourage you to seek better data, if only by advancing a bubble that shows shared use, allowing community feedback on that option.

Art Olson, a member of the Shores Advisory Committee, is out of the country, but submitted a red dot to the Committee for its March meeting, and wanted you to be aware of his views. I am attaching his March 9, 2018 letter at his request. Art notes that “the option of a shared use dog park was taken off the table without any clear analysis by the committee of what was ambiguous data.” I am also happy to provide you with the verbatim responses, showing how I grouped and analyzed them, if you would like to independently check my data analysis.

---

---

I also want to say a word about our Code of Civil Discourse and the way this issue was handled at the most recent Shores Advisory Committee meeting. When I presented my analysis of the Survey results, I didn't necessarily expect a positive reception. But a lot of what happened truly troubled me, in light of the City's Code of Civil Discourse, and how good governance should occur.

The Committee Chair, Nate McCay, estimated the number of people in the room then calculated and announced the total amount of time I had "wasted" on this issue. Art Olson had to miss the meeting, but asked that his letter be read. The Chairman allowed the letter to be read, only after he talked at some length about how he thought it was wrong for a member of the committee to submit such a letter.

Mr. Schmidt told the committee that as someone who had designed many parks, one particular area of his expertise was in discerning what was "true" resident input, versus "special interest groups" who had perhaps organized on Facebook. You can imagine how I felt that not only my own views, but also those of the many people who enjoy and want to enjoy Shores Park with their dogs, were characterized as a "special interest" group, rather than a valid resident perspective.

It is hard for many people to stand up and speak publicly, especially on controversial issues – and when committee chairs treat residents rudely, and paid consultants characterize residents with a particular opinion as a "special interest group," it certainly discourages the kind of community participation that I think we should be encouraging in our civic life.

I urge you to cost out and vet with the community a bubble that shows shared use, along with the two bubbles that the committee has recommended tonight.



9 March 2018

Re: Shared use off-leash dog park

Sorry that I have a conflicting obligation in Los Angeles and cannot be present at the March 14 meeting of the Shores Park Advisory Committee. I would like to enter the comments below into the record of this meeting.

A major role of the Shores Park Committee has been to assess the wants and needs of the Del Mar Citizens to help decide what types of amenities and features should be planned for the park. From both the "Plan Your Park" event and the True North Survey, an off-leash Dog Park was deemed a high (first tier) priority. The results from the "Plan Your Park" event favored the multi-use off-leash Dog Park & grassy field option. The results from the True North Survey were interpreted by the Schmidt Group and presented to the Committee as favoring a separate off-leash dog park and separate playing field for people. However when looking at the results from the survey, this conclusion appears to be highly questionable. In the survey, two question related to the dog park amenity. One asked the respondents to rank the list of amenities they would like for the park. There, the option was listed as "off-leash dog park" and the response was among the highest with 35% responding as "high priority". The other question was an open response question "...what improvements would you like to see in the park ..." with the responses grouped into categories. The category relevant to the dog park was "Provide separate, dedicated dog area, better hours." Thus it is not clear how many of those respondents wanted better hours and how many wanted a separate dedicated dog area.

Unfortunately, the option of a shared use dog park was taken off the table without any clear analysis by the committee of what was ambiguous data. In talking with a large number of people who currently use the Shores property for off-leash dog activity, there was a significant majority that favors the shared use option. Most of the reasons given for this choice come from comparing other off-leash parks in the area. Those that are dog-only parks, were seen to be over-used with highly degraded turf. Those that are shared use were seen to have better maintained turf, better self-policing of dog droppings, and a more congenial and local group of dog owners, who gather regularly at the specific times of field use.

The currently presented options of a dog-only off-leash area also has the negative effect of both reducing the current off-leash area by more than half of what is currently available, and reducing the size of the playing field as well. Thus I would like to see the option of a shared use grassy area for people and dogs added back to those under consideration for the Shores Park Master Plan.

Respectfully,

Art Olson