



# WATERMARK DEL MAR

February 12, 2016

Dear Watermark Del Mar Community Participation Program Attendee:

On behalf of the entire Watermark Del Mar Team, thank you for participating in our Community Participation Program (CPP). We strive to ensure that the Watermark Del Mar Specific Plan process establishes transparency and certainty for the community and your participation is an important part of that process.

Watermark Del Mar is a Specific Plan for a 48-home residential project proposed at the intersection of Jimmy Durante Boulevard and San Dieguito Drive. The City of Del Mar deemed the project application complete in December and the CPP started our formal community outreach and engagement efforts.

The purpose of the CPP is to ensure that applicants for projects conduct efforts to notify potentially affected parties of proposed developments early in the design phase of a project. The CPP is also intended to give the applicants and their agents the opportunity to understand and respond to concerns raised about the project's potential impacts on the community. The CPP is not intended to produce complete consensus on all applications but to facilitate dialogue among applicants, neighbors, and the community early in the development review process.

The Watermark Del Mar CPP was held on Thursday, January 28<sup>th</sup>, and again on Saturday, January 30<sup>th</sup> and attended by over seventy people who signed in, as well as several people who stopped by on an informal basis. Forty participants submitted Comment Cards. The majority of the comments were complimentary of the project and many provided good input for the team to consider. Attached is a summary of the comments received and responses to those comments.

The Watermark Del Mar Team will continue forward with the Specific Plan review process adopted by City Council in July 2014. This includes interim presentations to the Design Review Board and the Planning Commission as well as three separate Public Workshops to involve and inform interested members of the community. Additionally, Watermark Del Mar will continue with the CEQA environmental review process that commenced in March of last year. It is anticipated that a draft Environmental Impact Report will be released for public review and comment in Spring 2016. We hope that you continue to be a part of the development process and provide valuable input.

We would also like to continue to extend our offer to meet with any member of the community who would like to learn more about the project. Simply give us a call at (858) 947-5224 to set up a time to meet. Our offices are here in town at 853 Camino Del Mar. If you prefer, you can submit a comment on our website ([WatermarkDelMar.com](http://WatermarkDelMar.com)) indicating that you would like to meet with us, and we will be in touch to schedule a time.

Thank you again for your participation.



Don Garthorn  
Watermark Del Mar



Tony Cassolato  
Watermark Del Mar

# CPP Summarized Comments with Responses:



## CPP MEETING ON JANUARY 28 AND 30, 2016

<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<p><b>Like the Design:</b></p> <ul style="list-style-type: none"> <li>• “Love the architecture – makes it feel like individual homes”</li> <li>• “The design is in harmony with the look &amp; feel of Del Mar”</li> <li>• “...beautiful architectural design...”</li> </ul>	15	Thank you.
<p><b>Affordable Housing Support:</b></p> <ul style="list-style-type: none"> <li>• “addressing the need for affordable housing”</li> <li>• “Affordable housing units in a City that needs them”</li> <li>• “would love affordable housing for myself in the area”</li> <li>• “affordable housing units will be highly sought after”</li> <li>• etc.</li> </ul>	10	Thank you. We encourage those interested in affordable housing and affordable housing opportunities to sign up for news updates through the project website: <a href="http://watermarkdelmar.com">watermarkdelmar.com</a> to stay informed.
<p><b>Land Use Support:</b></p> <ul style="list-style-type: none"> <li>• “ridding Del Mar of this vacant site”</li> <li>• “perfect project for this site”</li> <li>• “good use of site”</li> </ul>	7	Thank you.

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<p><b><u>Density and Unit Count Related:</u></b></p> <ul style="list-style-type: none"> <li>• “Concerned too many units”</li> <li>• “Too dense”</li> <li>• “Too many house[s]”</li> <li>• “Concerned about density”</li> </ul>	5	<p>A density range of 20 to 25 dwelling units per acre (du/acre) was identified for this site by the City of Del Mar’s Housing Element to meet State requirements and achieve Del Mar housing goals. The Housing Element, a portion of Del Mar’s Community Plan, was certified by the State of California in May of 2013. The Project density as proposed is 20.5 du/ac – at the lowest end of this range. This is based on a reduction from earlier plans discussed with the community that showed 57 and 54 units, in order to stay within the preferred density range, yet minimize the total units onsite. The Watermark Del Mar Specific Plan is provided in lieu of the City directly rezoning the property to a density of 20-25 units to provide transparency, community input, and avoid City incurred costs.</p>
<p><b><u>Traffic Related:</u></b></p> <ul style="list-style-type: none"> <li>• “Added Traffic”</li> </ul>	2	<p>The Watermark Del Mar site is subject to existing approvals for an approximately 23,293 square foot Office Complex called Riverview. Comparing the trip generation of the proposed Watermark Del Mar project to the previously-approved Riverview Office project, the proposed Watermark Del Mar project will generate 78 fewer daily vehicles trips, 24 fewer AM peak hour vehicle trips and 29 fewer PM peak hour vehicle trips.</p> <p>The site is currently used seasonally for paid race and fair parking which attracts race and fair attendees to this location. This use ultimately would be eliminated with the implementation of the Watermark Del Mar project and decrease the amount of fair and race track visitors seeking parking at this location.</p>
<p><b><u>Community:</u></b></p> <ul style="list-style-type: none"> <li>• “blends well with community”</li> </ul>	2	Thank you.

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<p><b><u>Prefer Residential Use to Office Use</u></b></p> <ul style="list-style-type: none"> <li>• “...better than an office building...”</li> </ul>	2	Thank you.
<p><b><u>Relocate / Move the Pool:</u></b></p> <ul style="list-style-type: none"> <li>• “Don’t like pool at the corner...”</li> </ul>	2	The pool and pool area were relocated to the corner of Jimmy Durante Boulevard and San Dieguito Drive (from a previous 57 unit design) to move this amenity away from adjacent residents based on their concerns about the proximity of a pool and recreational area. The new location places the pool and recreation area amenity in the least impactful location. In addition, it is strongly preferred to place the pool on grade versus on top of the parking structure. The corner location provides an on-grade location that addresses both structural and noise concerns.
<p><b><u>Underground Utilities / Underground power lines</u></b></p> <ul style="list-style-type: none"> <li>• “Consider undergrounding power lines”</li> </ul>	2	The Watermark Del Mar Team will investigate the technical requirements for undergrounding the existing power lines, including a determination of the number and location of poles that would need to remain for existing services, and will evaluate the physical and financial feasibility of undergrounding these lines as the process continues forward.
<p><b><u>FAR Related:</u></b></p> <ul style="list-style-type: none"> <li>• “Bring the FAR to a level that works with the spirit of the community...”</li> </ul>	1	To provide market rate units, a range of unit sizes, and provide for the densities defined in the City’s Housing Element, Watermark Del Mar is designed with units that are approximately 1,300 square feet on average. While this provides for an FAR of about 0.67, the unit sizes provide for a project that looks like a collection of custom homes rather than a more box like apartment complex. Additionally, the design and its FAR provide a variety of unit sizes to meet the needs of the community and its current and future residents.

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<b><u>“Prevent U-Turns on San Dieguito Drive”</u></b>	1	Signs are currently installed at San Dieguito Drive advising drivers that U-Turns are not permitted on San Dieguito Drive.
<b><u>“Return the little pathway up to David Way [Heather Lane]”</u></b>	1	<p>Pedestrians currently utilize a gap in existing fencing adjacent to the private drive Heather Lane to access an informal trail that crosses the southwestern portion of the site to gain access to Jimmy Durante Boulevard. A formal design for this pathway was contemplated in earlier versions of the Watermark Del Mar design (notably in the 54 unit version presented in a July 2013 Open House). Based on input at that time, adjacent residents’ objected to a formalized access due to security and privacy concerns and the pathway has been removed in the current design.</p> <p>The Watermark Del Mar team will continue discussion with the adjacent neighborhood to address the conflicting input regarding this access. If it is determined that including a pedestrian connection between the properties is preferred, the design will be evaluated for inclusion as part of the project.</p>
<b><u>Noise:</u></b>	1	<p>Off Street parking is provided within a parking structure in part to decrease potential noise impacts to adjacent residences from vehicles that would otherwise be surface parked.</p> <p>The residents of Watermark Del Mar can be expected to seek, desire, and insist on quiet enjoyment of their homes, as do the nearby residents. CC&amp;R’s and Rules &amp; Regulations that govern the community will establish stringent and enforceable noise regulations.</p> <p>The Watermark Del Mar project is required to conform to the noise regulations of the Del Mar Municipal Code throughout its construction and operation and seeks no exceptions to these regulations.</p>

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<b><u>Lighting:</u></b>	1	<p>The Watermark Del Mar Specific Plan addresses lighting and states that:</p> <ul style="list-style-type: none"> <li>• All fixtures shall be designed to prevent light spillover, with illumination directed downward to minimize the spread of the beam, and all lighting standards should be hooded or shielded.</li> <li>• Light sources should also minimize blue light emissions.</li> <li>• No uplights are permitted in any areas of the Site.</li> <li>• Parking area lighting shall be confined and contained within the enclosed parking structure as opposed to an open to the sky parking lot.</li> <li>• Lighting of all areas adjacent to the natural slope and wetland areas onsite should be directed away from the open space. Where necessary, development should provide adequate shielding to protect the open space areas from unnecessary night lighting.</li> </ul>
<b><u>Property Taxes:</u></b> <ul style="list-style-type: none"> <li>• “Project will add to the Tax base”</li> </ul>	1	Property tax revenues will benefit the community.
<b><u>Decrease in Property Values</u></b>	1	<p>In general, the addition of new, high quality homes to an area does not adversely affect property values. At this location, the elimination of a blighted site used seasonally as a paid parking lot is likely to generate significant interest in properties near the Watermark Del Mar site. Long viewed as a back door to Del Mar, Watermark Del Mar will contribute to a more formal sense of entry into the community and surrounding properties will likely benefit from the aesthetic enhancement and improvement of this location.</p>

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<p><b><u>Signage:</u></b></p> <ul style="list-style-type: none"> <li>• “Signage all the time to ‘sell’ the units”</li> </ul>	1	As described in the Specific Plan, signage, of any kind, shall be regulated in accordance with the provisions of DMMC Chapter 30.84.
<p><b><u>Open space:</u></b></p> <ul style="list-style-type: none"> <li>• “No open space”</li> </ul>	1	Lot coverage is approximately 0.45 which means that 55% of the property is dedicated open space. Open space includes a combination of set-backs, open air courtyards on the podium level, wetlands, buffer zones, and undisturbed bluff/slopes.
<p><b><u>“No courtyards”</u></b></p>	1	Watermark Del Mar includes ample courtyards on its podium deck level that serve as the primary pedestrian circulation to and between the residences, and the social gathering areas for residents and visitors within Watermark Del Mar. The Team would be happy to review these areas in detail with interested participants to fully understand this concern.
<p><b><u>“No public seating like the plaza”</u></b></p>	1	Watermark Del Mar is a residential development, unlike the commercial use of the Plaza, and, as with similar uses, provides privacy and security for its residences.

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<p><b><u>“Wrong for the image of Del Mar”</u></b></p>	<p>1</p>	<p>The Watermark Del Mar project has been designed to be compatible with the Del Mar community. All buildings are kept to one and two stories in height and parking is provided in a parking structure. This concealed parking structure will shield cars from view and avoid light and noise impacts on the community that could be associated with a surface parking lot.</p> <p>Watermark Del Mar has been carefully designed so that the experience of the project from Jimmy Durante Boulevard is in keeping with the character of the surrounding neighborhood – with terraced homes on the hillside and a timeless coastal design, the project will look like a series of beautiful custom homes</p>
<p><b><u>“Does not conform to the Del Mar philosophy”</u></b></p>	<p>1</p>	<p>The Watermark Del Mar site is currently zoned North Commercial, and in 2008 the Riverview Office Complex was approved for development. But in 2013, the City of Del Mar identified this site in its Housing Element (a component of the City’s Community Plan) for future residential development at a density of 20-25 units per acre. The Housing Element is a state-mandated plan that identifies how the City will meet future housing needs for its residents. The Watermark Del Mar plan was developed in response to the City’s request to change the use of the site to meet its Housing Element goals.</p>

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<u>Comments (summarized):</u>	<u># of times noted on a Comment Card:</u>	<u>Response:</u>
<p><b><u>“Project violates nearly every Del Mar Building code”</u></b></p>	<p>1</p>	<p>The preparation of the Watermark Del Mar Specific Plan is regulated by Government Code §65450. The Watermark Del Mar Specific Plan is defined as a special set of development standards that apply to a particular geographical area. The Specific Plan is intended to encompass the legislative actions to assign a new Community Plan, Zoning Map and LCP designation to the properties, along with accompanying regulatory development parameters. While some of the development standards contained in The Specific Plan supplement or replace those found in other Chapters of the Del Mar Municipal Code (DMMC), unless specified otherwise in the Specific Plan, the other provisions of the DMMC shall apply.</p> <p>The project will be required to comply with current building code standards at the time building permits are issued. There are no building code exceptions requested or proposed by the project.</p>
<p><b><u>Beach Access:</u></b></p> <ul style="list-style-type: none"> <li>• “Beach Access using 28<sup>th</sup> Street”</li> </ul>	<p>1</p>	<p>Watermark Del Mar will provide pedestrian access to Jimmy Durante Boulevard and San Dieguito Drive. Pedestrians from throughout the community may also access the nearby Riverpath Del Mar which terminates in the direction of 28<sup>th</sup> Street.</p>
<p><b><u>“Vote no”</u></b></p>	<p>1</p>	<p>The Watermark Del Mar Specific Plan is provided in lieu of the City directly rezoning the property to a density of 20-25 units to provide transparency, community input, and avoid City incurred costs. Although the Watermark Del Mar Specific Plan is not subject to an electoral process, the process, including the CPP Meeting, is designed to request, receive, and respond to community input.</p>