

***The Facts about our Proposed Plan for the Del Mar Resort***  
***By Brad Termini, CEO, Zephyr***

As we continue our plans to develop the parcel overlooking North Beach in Del Mar at Camino Del Mar and Border Avenue, we have heard from many of our neighbors, personally and at our public meetings, with their questions and concerns. We want to make the process as efficient as possible, so I wanted to address directly and provide some clarifications:

***“The developer has eliminated restaurants for the public from the plan.”***

Four restaurants open to the public are proposed in our plan:

- Fine dining (with ocean views toward the south and west)
- Casual dining (also with expansive views)
- Poolside restaurant and bar
- Café (coffee and casual)

***“There are no amenities available to the public.”***

As most know, this is the first time in 100 years that the public will have access to this amazing piece of property and we are planning for significant public amenities, including trail and blufftop outlooks, view sites and sitting areas. New public restrooms would replace the “porta-potties” at North Beach.

***“Developers have designed architecture that is cheap-looking and not in character with the area.”***

We are at the beginning stages of the design process. Current renderings are not indicative of an architectural style, and we continue to listen to feedback and suggestions.

Robert Glazier and Gensler’s design will be high quality, timeless and lasting, a true asset to the surrounding communities of Del Mar and Solana Beach. Robert has specialized in world-class destinations for 30 years and has achieved national and international recognition for his unique response to both local architectural traditions and natural site features. Gensler is one of the largest architecture firms in the world and has an unparalleled scope of experience.

***“The proposed plan is too dense and doesn’t fit in with the adjacent neighborhood and community.”***

The Del Mar Resort is planned to be approximately 251 guest rooms and 78 resort villas on private property totaling 16.6 acres of “resort grounds.” We will provide trail amenities for public enjoyment of the ocean and bluff area views, connecting to the City-owned preserve area. The combined total of the privately owned and the publicly owned area is 21.09 acres. Over the combined total of the area, the average density per acre would be 15.6 units per acre.

For comparison, our only neighbor to the North, The Del Mar Beach Club condos, are on eight acres with 192 condos or 24 units per acre average. Constructed in the 1970’s, the Del Mar Beach Club condos include two, three and four-story buildings directly on top of the bluff.

***“The developer is not building sufficient parking.”***

Although the parking plan is still being studied, ample parking will be provided for the resort, villas, employees of the resort, beachgoers and the public who visit the resort. Parking on the street by employees of the resort will be prohibited.

Our plan includes the creation of an underground garage to serve guests and members of the public who wish to visit the resort and have their car valet-parked. Additional parking will be provided to serve the public who are not guests of the resort.

We will exceed Del Mar code requirements.

***“The project is too tall and sets a precedent never done in Del Mar or the surrounding area.”***

At The Del Mar Beach Resort, only a small portion (less than 10% of the site area) is greater than three stories; less than 20% is greater than 26 feet above grade (which is the equivalent of two stories). For some context, our only neighbor to the north’s buildings are three to four stories.

***“The project will create traffic congestion and an issue along Sierra Avenue.”***

From a technical study perspective, resorts typically have the least impact to the community – compared to other land uses – in relation to traffic and parking issues. Traffic remains a concern, though, and we will develop mitigation strategies that include ways to prevent traffic coming out of the resort from going down Sierra Avenue.

***“The resort will create noise problems from resort/event activity, A/C and mechanical equipment, causing disturbance to adjacent residential neighbors.”***

Noise impacts from The Del Mar Resort will be addressed to cause the minimum disturbance as possible to our neighbors, including preventive means and selection of mechanical equipment and noise reduction devices.

***“The project will cause construction traffic resulting in dust and inconvenience to the surrounding neighborhood.”***

We will work to cause as little of an inconvenience to our neighbors as possible. The City of Del Mar requires a thorough review and examination of a construction traffic control plan, location of construction traffic entry and exit, number of construction vehicles entering and exiting the site, along with dust control, street cleaning and hours of operation. Every effort will be made for construction traffic to pose a minimum disruption to neighbors.

***“The new development will cause light pollution, causing light to shine on neighboring properties.”***

We will implement “dark skies” lighting – designed to lessen impact. The plan includes tastefully designed and low-profile pathway lighting with careful attention to potential impacts on neighboring areas. Accent lighting will light focal points and be low to the ground or out of sight. Pathway lighting will be directed away from adjacent properties and public rights-of-way. Lighting that is adjacent to open space areas will be directed away from those areas.

***“The new development will block views of neighboring property.”***

Concerns about view impacts on neighboring properties, particularly located directly next door to the subject site, are appropriate and legitimate, and should be addressed in an open and fair manner.

During the environmental and design review process, key observation points and views of the property from the surrounding area will be studied to assess impacts.

Except for the 14 units along the shared boundary line with the resort property, Del Mar Beach Club residents' views are not impacted.

We have visited several of the 14 neighboring condominiums to take photos to assist in assessing view impacts. Our hope remains that we can find a common ground on the resort with respect to neighbors and their views.

For more information about The Del Mar Resort, visit [thedelmarresort.com](http://thedelmarresort.com); for additional questions, please contact me at [brad@TheDelMarResort.com](mailto:brad@TheDelMarResort.com).