

February 18, 2014

Del Mar City Council Meeting

12. City Hall/Civic Center Survey Results

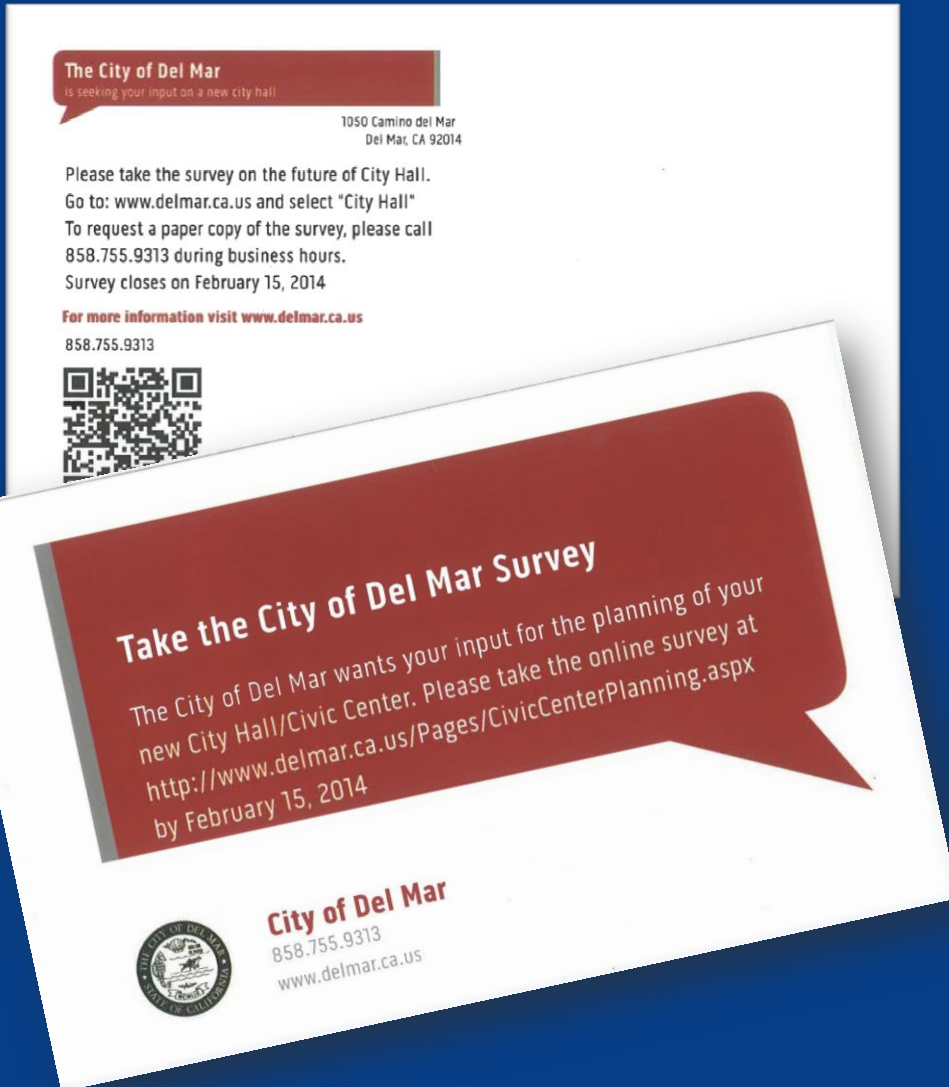
Requested Action:

Receive report and community input and provide direction on the continued process for planning a new City Hall.

Intent of Survey

- Council Priority to replace City Hall
- Confirm the direction of the December 2, 2013 Community Workshop on City Hall (±40 attendees)
- Expand the outreach to invite opinions from a greater percentage of participants
- Include residents, property owners and those who do business at City Hall

Survey

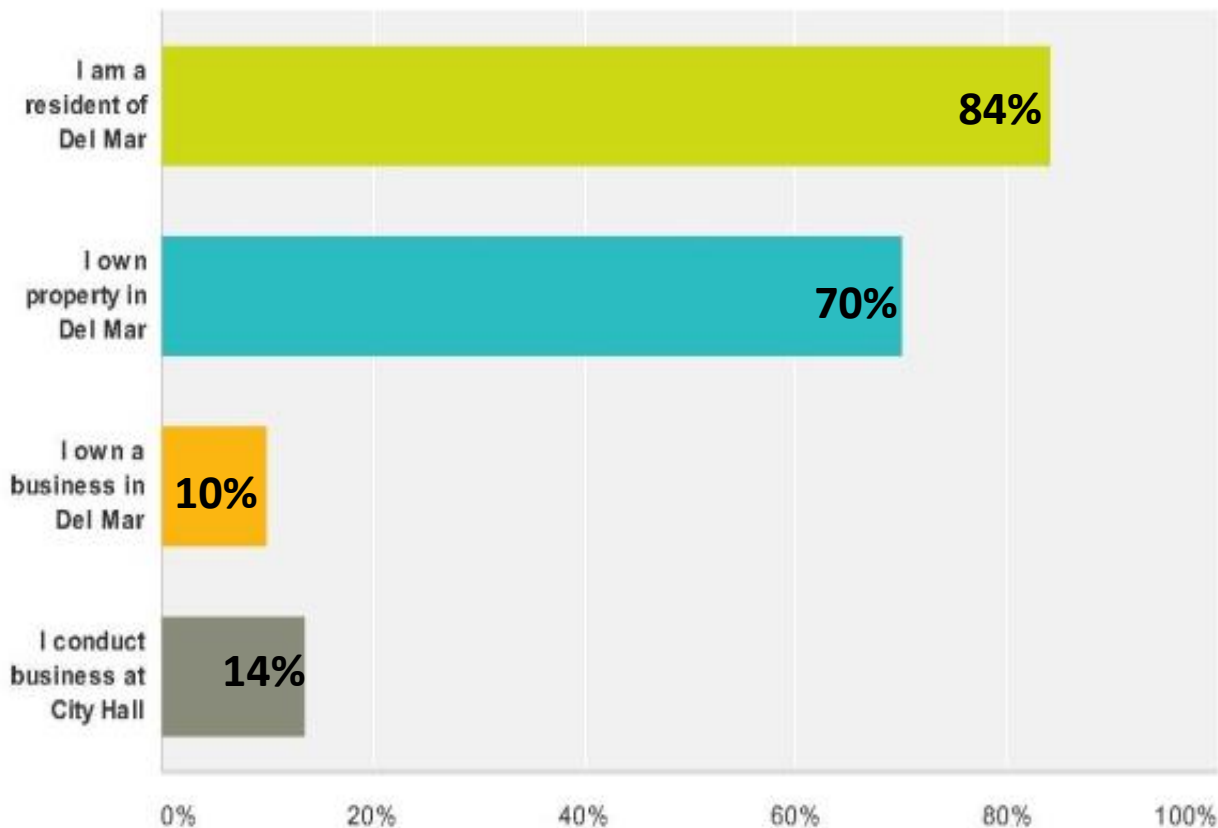


- Postcard mailed to:
 - Residents
 - Property Owners
 - Business License Holders
- Library, DMCC, DMVA
- Web blasts, social media
- Newspaper
- Posters

Profile of Respondents

Q2 Please check all that apply:

Answered: 425 Skipped: 2



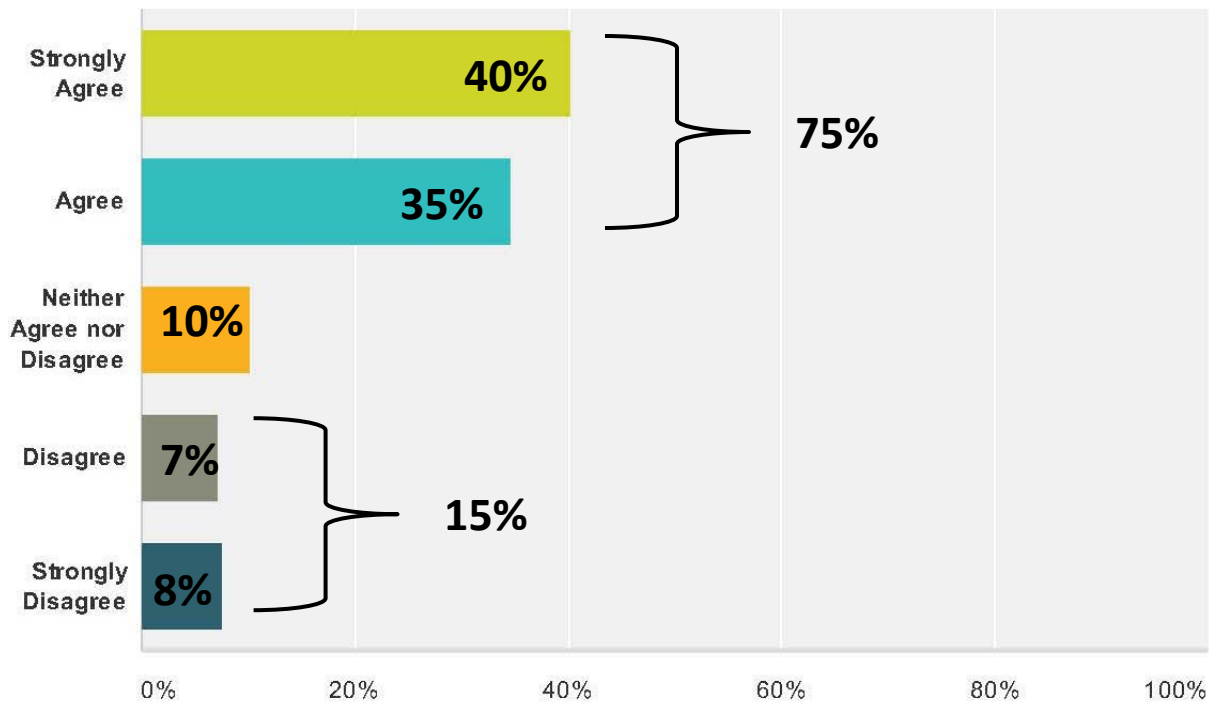
425 Respondents:

- Residents-84%
- Property Owners-70%
- Own a Del Mar Business-10%
- Conduct Business at City Hall-14%
- Represents approx. 9% of all Del Mar residents/17% of households

1. Use: City Hall as the Priority

Q3 At the workshop, participants indicated that a new City Hall/City Administrative Offices are a first priority for a Civic Center. Do you agree?

Answered: 392 Skipped: 35



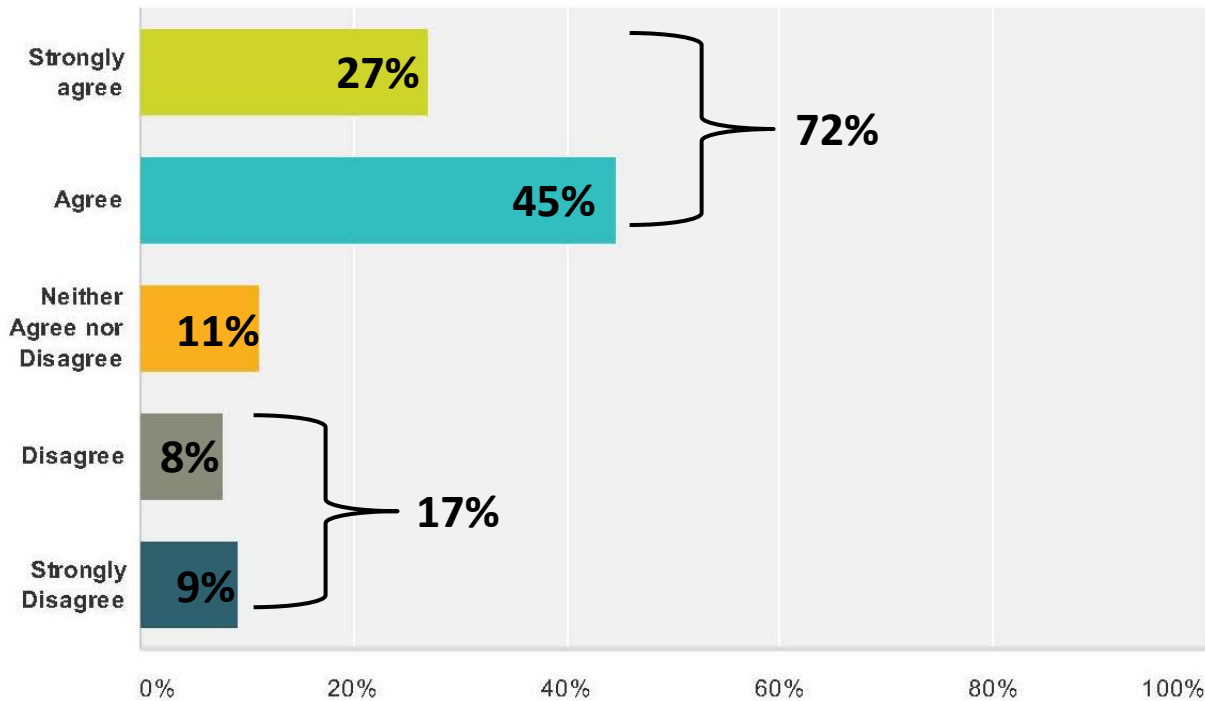
Should City Hall/City Administrative offices be the first priority?

- Agree-75%
- Neither Agree or Disagree-10%
- Disagree-15%

Town Hall as Part of Civic Center

Q4 As a second priority, the workshop participants identified that a new Town Hall meeting space could also be a part of the Civic Center. Do you agree?

Answered: 392 Skipped: 35



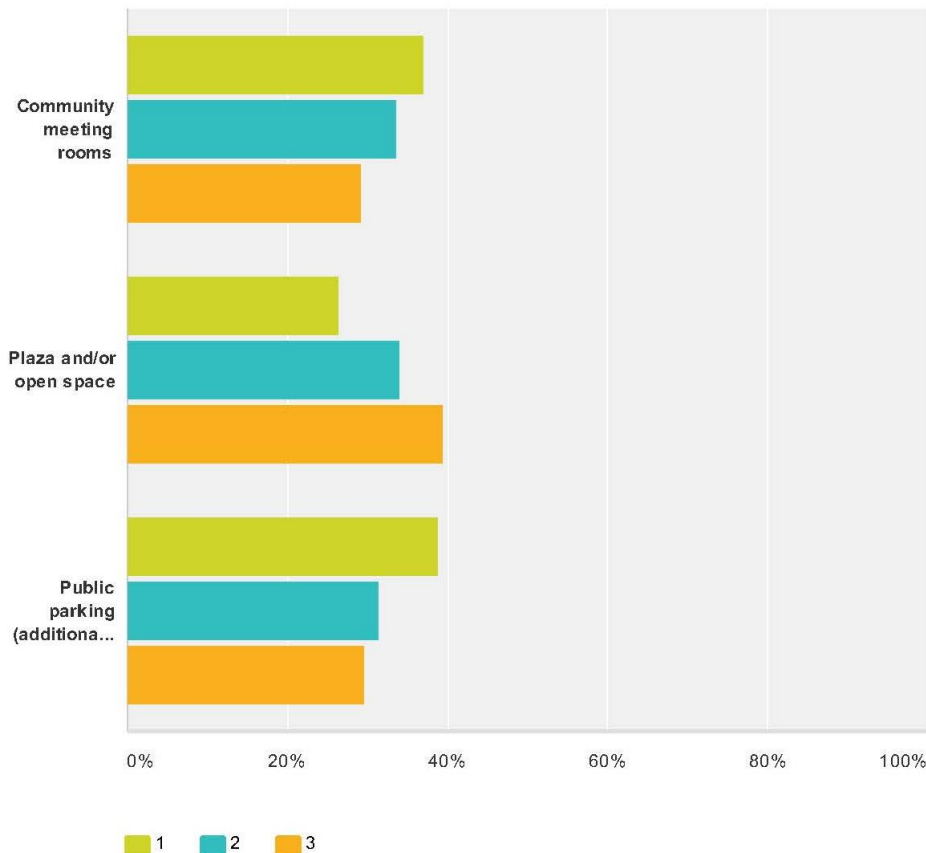
Should a Town Hall be part of a Civic Center (second priority)?

- Agree-72%
- Neither Agree or Disagree-11%
- Disagree-17%

Ranking Additional Uses

Q5 The workshop participants also desired additional public parking, open spaces/plazas, and community meeting spaces in a new Civic Center. Please rank the priority of the following uses from high to low (1 being your highest priority).

Answered: 382 Skipped: 45



Rank the priority from high to low of:

1. Public Parking
2. Community Meeting Rooms
3. Plazas/Open Space

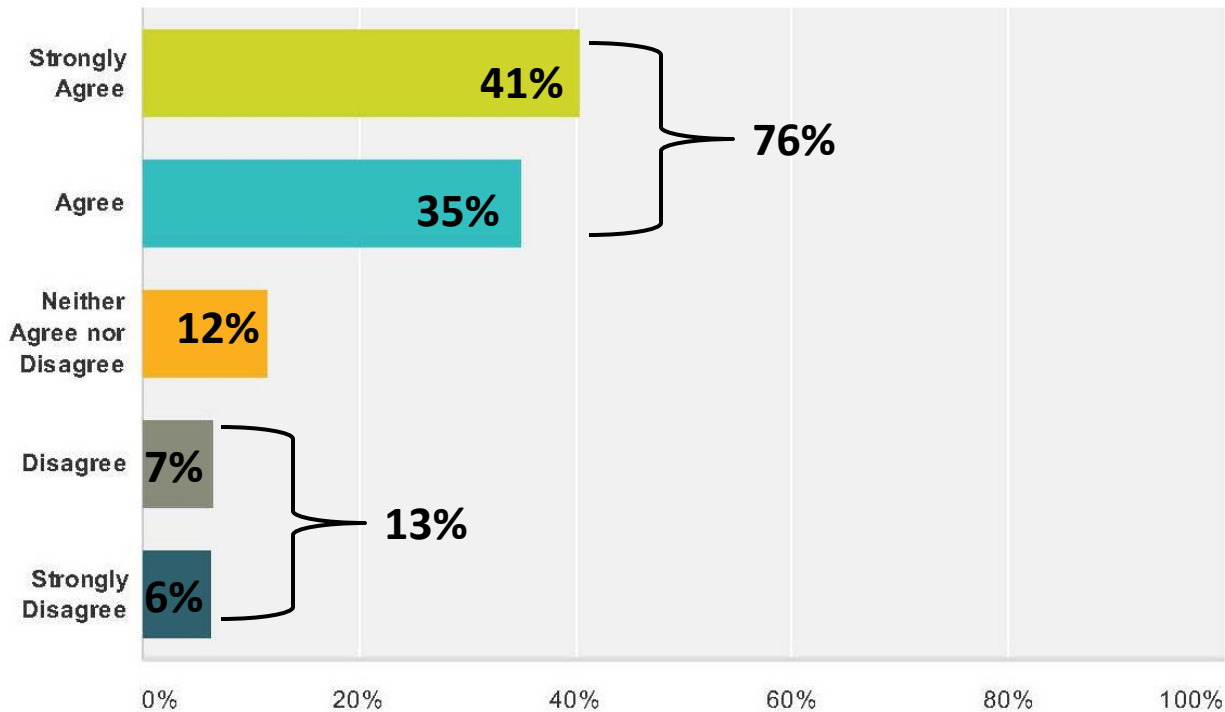
Other Uses (open comment)

- Visitor serving uses
- Farmer's market
- Non-profit/Volunteer space
- Theater
- Galleries
- Housing
- Retail
- No City Hall or no change to current (5%)

2. Location: Downtown

Q7 Do you agree that the priority sites for a Civic Center should be the existing City Hall site or private properties on Camino del Mar/9th Street?

Answered: 380 Skipped: 47



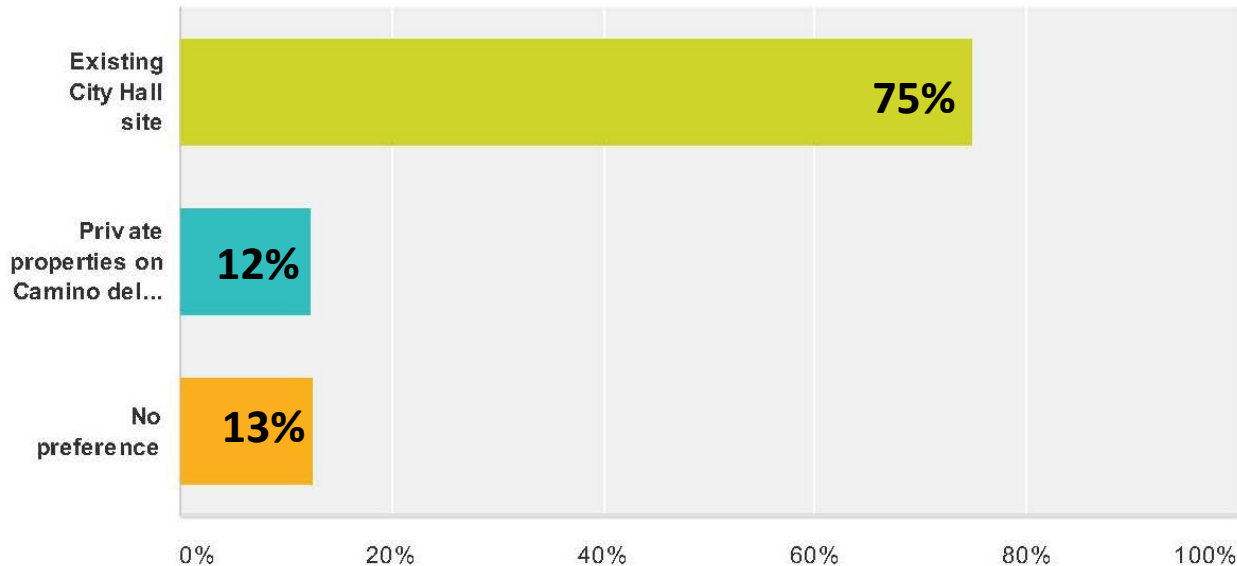
Should City Hall be at 1050 CDM or private downtown property?

- Agree-76%
- Neither Agree or Disagree-12%
- Disagree-13%

1050 CDM Preference

Q8 Of these two priority sites, which is your preferred location for a Civic Center?

Answered: 370 Skipped: 57



Downtown Site Preference:

- Existing City Hall Site-75%
- Private Properties at 9th/CDM-12%
- No Preference-13%

Other Locations (open comment)

Public Properties:

- Public Works Yard (6%)
- Shores Property (.5%)
- Del Mar Library (.2%)

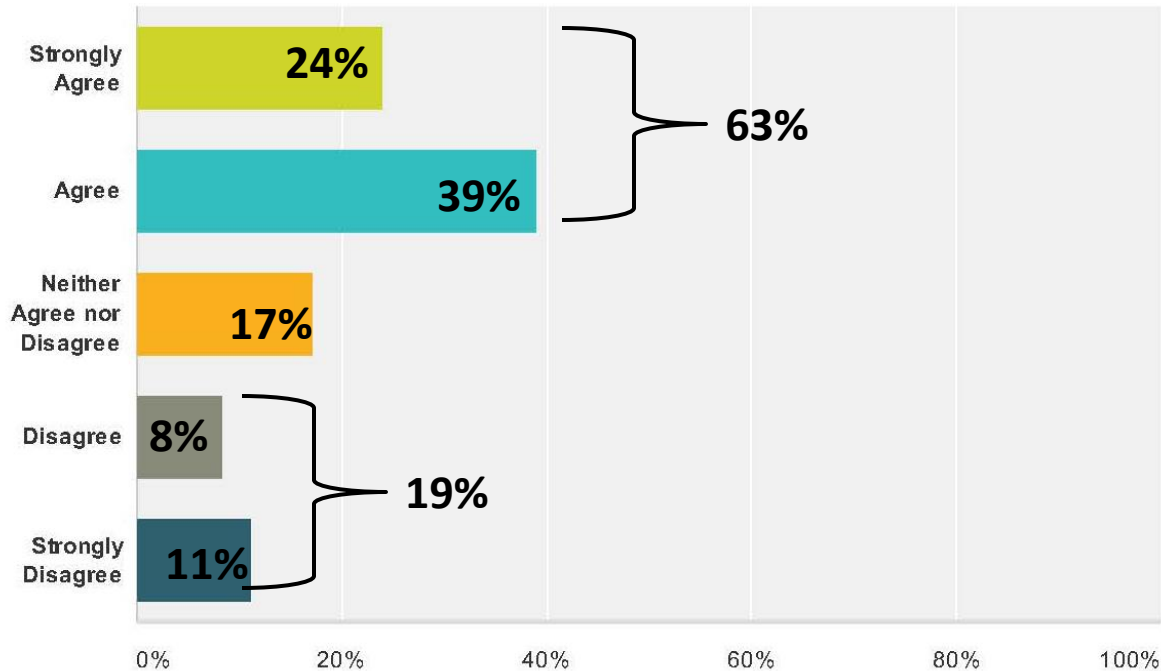
Private Properties:

- SouthFair (2%)
- Garden Del Mar Site (2%)
- Jimmy Durante & San Dieguito Road (1%)
- Various other sites (<1%)

3. Financing: Lease Revenue Bond

Q10 Do you agree with the use of a Lease Revenue Bond (without requiring additional taxes) as a potential financing option for a Civic Center/City Hall?

Answered: 371 Skipped: 56



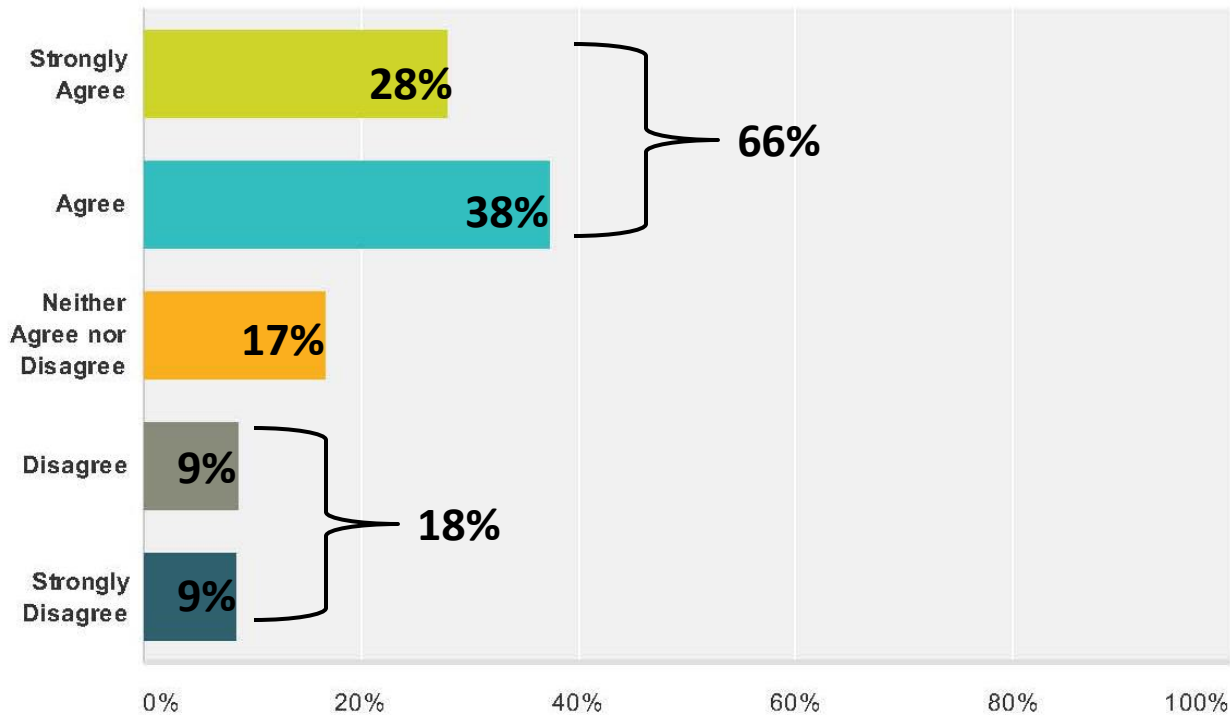
Lease Revenue Bond as a Financing method?

- Agree-63%
- Neither Agree or Disagree-17%
- Disagree-19%

Selling Non-Essential Asset

Q11 Do you agree with selling a non-essential asset as a potential financing option for a Civic Center/City Hall?

Answered: 373 Skipped: 54



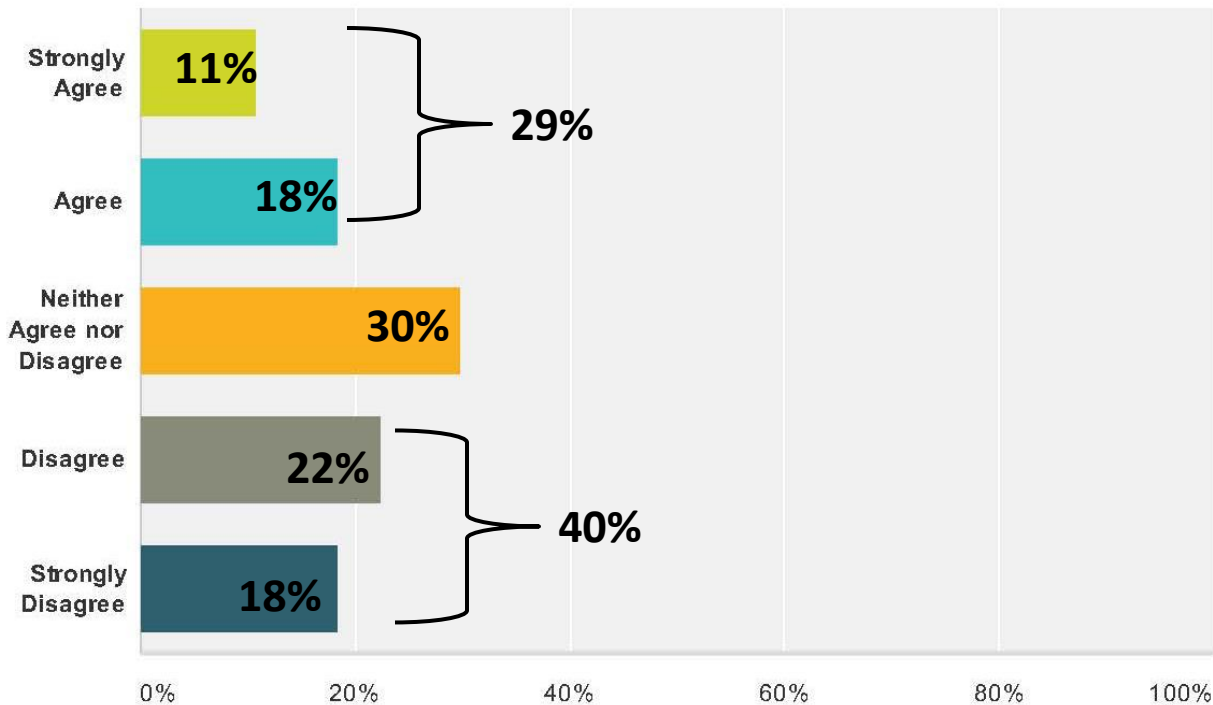
Sell non-essential asset to raise funds?

- Agree-66%
- Neither Agree or Disagree-17%
- Disagree-18%

Public Private Partnership

Q12 Do you agree with entering into a public-private partnership as a potential financing option for a Civic Center/City Hall?

Answered: 369 Skipped: 58

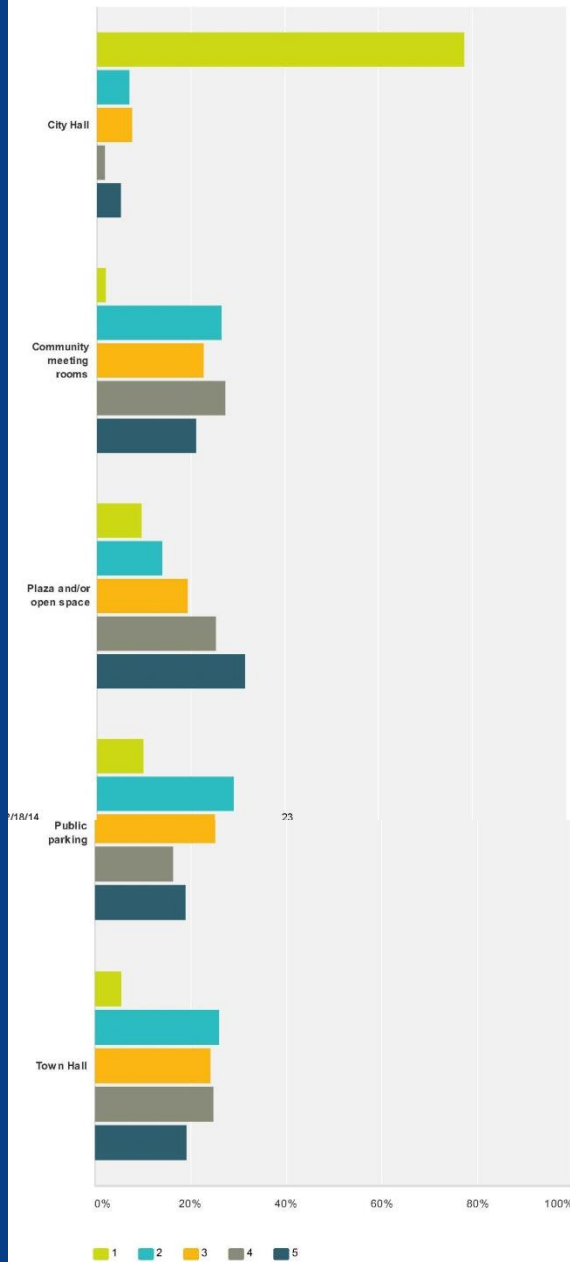


Public Private Partnership for financing?

- Agree-29%
- Neither Agree or Disagree-30%
- Disagree-40%

Q13 Based on the estimated costs and financing options, please prioritize the components of a Civic Center (with 1 being your most preferred component).

Answered: 364 Skipped: 63



Ranking Uses based on Cost/Financing

Rank the priority from high to low:

1. City Hall
2. Public Parking
3. Town Hall
4. Community Meeting Rooms
5. Plaza/Open Space

Other Finance Methods (open comment)

- General Obligation Bond (1%)
- Various new taxes (.5%)
- Leasing land to developer (2.2%)
- Sell 1050 CDM (2%); Don't sell 1050 CDM (1%)
- Donations (.7%)
- Pay as We Go (.7%)
- Do not build anything (2%)
- Only remodel current facility (1%)

Findings

Survey results correspond with workshop results

1. Use:

- a) Priority is a new City Hall/Admin Offices (75%)
- b) Also consider a Town Hall (72%)
- c) Public parking, community meeting rooms, plazas/open space priorities, in that order

2. Location:

- a) Priority is a downtown location (76%)
- b) Priority is current City Hall site, 1050 CDM (75%)

3. Financial Aspects:

- a) Lease Revenue Bond (63%)
- b) Sell Non-Essential Assets (66%)
- c) Public Private Partnership not preferred (40%)

Council Direction/Motion

Motion to:

1. Move forward and focus efforts at 1050 CDM
2. Prepare Space Program and Cost Estimates for City Hall, Town Hall, parking, community rooms, and plaza/open space
3. Update the 2007 Mixed Use/Public Private Partnerships Financial Assessment

Currently under Review by Finance Committee:

- Bond Capacity Assessment
- Assessment of Non-Essential Assets and revenue potential
- New Revenue generating options

Next Steps

- Program Evaluation and Construction Cost Estimates
 - Consultant contract (March)
 - Program and Cost Estimates (May)
- Findings of Finance Committee (April)
 - Bond Capacity
 - Assessment of Non-Essential Assets
- Update to 2007 Keyser Marston Study (May/June)
 - Update of values
 - Public Private Partnership scenarios
- Decision on City Hall direction (June)

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