



City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director
Via Scott W. Huth, City Manager

DATE: November 17, 2014

SUBJECT: City Hall/Town Hall Planning Workshop #3 (October 27, 2014) Discussion
and Recommended Next Steps

REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council receive the summary of the City Hall/Town Hall Planning Workshop held on October 27, 2014 and provide direction to staff on the recommended next steps.

DISCUSSION/ANALYSIS:

The Del Mar community and the City Council have been discussing directions for a new Civic Center development at the City Hall site (1050 Camino del Mar) since the City Council initiated the planning process in June, 2013. Through workshops and Council meetings, the City Council and community have expressed a desire to move forward with replacing the antiquated City Hall and providing for a truly multi-purpose Town Hall, which could accommodate City Council and other governmental meetings, community meetings, Del Mar TV, and have the flexibility for cultural uses as well. These municipal uses, with their associated parking and a large public plaza, however, leave opportunities for additional uses on the site. At the June 9, 2014 workshop, community participants suggested that additional space could be built to have cultural uses, retail and restaurants, and/or housing. Additional public parking, beyond what is needed for a City Hall, was also desired.

On Monday, October 27, 2014 community members reviewed four scenarios from the simplest "civic only" to the more active "mixed-use" option at a Community Workshop to assess what, if any, additional uses are appropriate and how can uses, such as residential and commercial space, possibly assist in funding the project. The four scenarios presented were:

1. **Mixed Use Community Center Plan** proposed by community members James Watkins and Kit Leeger with City Hall, Town Hall, Plaza, 9,250 SF of Commercial

City Council Action:

Action Taken: Received the summary of the City Hall/Town Hall Planning Workshop held on October 27, 2014 and provided direction to staff to refine the three options: Plan A: Base Plan (9,250 SF City Hall, 3,200 SF Town Hall, 15,000 SF Plaza, 160 parking stalls); Plan B: Base Plan on half of the site, using half of a parking "podium;" and Plan C: Base Plan with full commercial component in it (9,250 SF of commercial space), using a phased in approach for the commercial. Staff is to return to the City Council with descriptions of the plans that can be presented to the voters and a plan for soliciting votes. A. Potter., Admin. Serv. Dir.

space, six (6) cottages above the parking garage and 168-stall parking garage, which nets 25 surplus parking stalls. The City would retain all land ownership through long-term land leases of the residential and commercial developments.

2. **Civic + Commercial + Residential:** City Hall, Town Hall, Plaza, 3,400 SF Commercial space, and four (4) single-family residential units with garages, with a 204-stall parking garage, which nets 115 surplus parking stalls. The residential units would be sold with the underlying property.
3. **Civic + Commercial:** City Hall, Town Hall, Plaza and 3,400 square feet (SF) of Commercial space with 160-stall parking (60 surface + 100 tuck-under parking), which nets 71 surplus parking stalls.
4. **Civic Uses Only:** City Hall, Town Hall, and Plaza with 160-stall parking (60 surface + 100 tuck-under parking) which nets 109 surplus parking stalls for additional community parking.

These four options posed many questions for community discussion:

- What level of intensity and development is appropriate for this site?
- Should commercial uses be added to the civic uses in order to activate the site, and if so, how much is appropriate?
- Should residential uses be added to the site, and if so, how many units? Should residential units be sold or leased?
- What is the need for additional parking on the site and how much is appropriate?
- Is it preferred to move forward with only the civic uses now and continue to discuss whether retail or housing is appropriate, at some later date in the future?

A summary of the four scenarios presented to the community is shown in Attachment A.

At seven tables, the approximately seventy attendees discussed the scenarios and selected their preferred direction, the summaries of which are included in Attachment B. Each table presented their feedback to the larger group. Each participant was also given a tally in which they could select their own preference, and 64 tallies were cast. A fifth scenario was added to the options by community members, which modified the Civic Uses Only Option, but with less public parking. The results of the tally are summarized in Table 1.

Table 1. Summary of Tallies

Scenario	Tally	Percent
1. Mixed-Use (Leeger Watkins Proposal)	26	40%
2. Civic + Commercial + 4 Residential	0	0%
3. Civic + Commercial	2	3%
4. Civic Uses Only	21	33%
5. Civic Uses Only with Less Parking	15	24%
Total:	64	100%

In both the Table Reports and the Tallies, the workshop participants were clearly split between a development that only provides the civic uses (57%, if both “Civic Only” options are combined) and a more intensive mixed-use scenario that includes residential and commercial uses, in addition to the civic uses. Participants also indicated the desire to either phase in additional uses or not preclude them; to not sell any land; and, to further determine the appropriate amount of surplus public parking to be provided on the site.

With the workshop information in hand, City Council Liaisons to this master planning effort (Corti and Mosier) directed staff to explore options for “civic uses only” that would not preclude the possibility of future mixed-use being added at a later date; and a financial analysis of a mixed-use scenario that did not involve selling public land. This assessment would be comparative to assessments presented at the October 20, 2014 City Council meeting and would address options for public-private partnerships as discussed at the May 19, 2014 City Council meeting. These studies are underway. In addition, the City Council will discuss the first report of the Parking Management Plan at this November 17, 2014 meeting which will outline various issues and options for addressing parking matters.

At this point, with the information garnered from the workshop, the City Council could:

- A. Make a decision on a preferred direction and direct staff to move forward with schematic design on that direction; or
- B. Direct staff to conduct further studies prior to making a decision, such as:
 - a. Conduct further analysis of the appropriate amount of surplus public parking to be included for additional public parking and modify the civic plan accordingly; and/or
 - b. Conduct further financial analyses and assessments of any of the options; and/or
 - c. Further develop additional master planning scenario(s) that explore additional directions, such as:
 - i. a flexible plan for the civic uses only which does not preclude the future of additional uses, such as commercial and/or residential;
 - ii. a mixed-use plan with a different program from those previously analyzed.
- C. Gather additional community preferences in the form of a poll or vote that could potentially reach a larger audience than the workshop attendees. Attachment C describes options for public voting, the associated timeframes, and potential costs.

It is anticipated that, if Option 1 is selected, an architect could be selected for the design portion of the work and be underway by January, 2015. Schematic design efforts are estimated to take three to four months. It is estimated that, if Option 2 is selected, additional studies can be completed by the December 2014 City Council meetings. It is estimated that, if Option 3 is selected, a community preference poll or vote could be conducted with the results in January, 2015 if an election method is not used.

STAFF RECOMMENDATION:

Staff is requesting direction on the three directions outlined above, or direction to return with additional studies, if more information is needed to make a decision.

FISCAL IMPACT:

The City Hall planning effort to date is within the adopted Capital Improvement Program budget (CIP#FA01) for Fiscal Years 2013-2014 and 2014-2015 which included \$80,000 for Public Facilities planning related services and \$431,000 approved during the budget update of FY 2014-2015 on June 16, 2014.

ENVIRONMENTAL IMPACT:

In accordance with California Environmental Quality Act (CEQA) standards, facility planning is not defined as a project and is therefore exempt from the provisions of CEQA. A future development project would be subject to CEQA review.

PRIOR CITY COUNCIL REVIEW:

During the last eighteen months, the City Council has addressed the multiple topics associated with City Hall/Town Hall planning at multiple, noticed meetings.

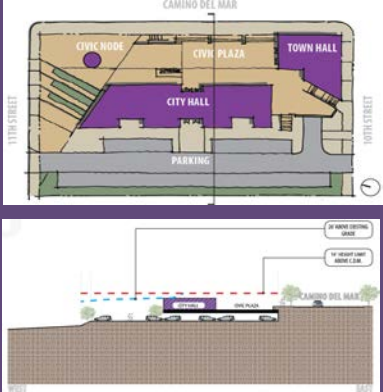
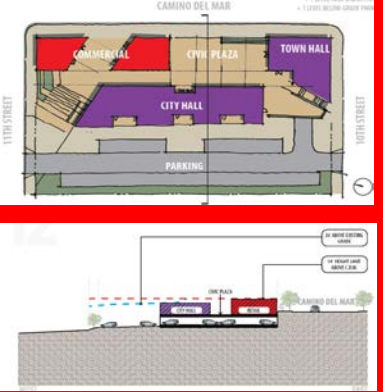
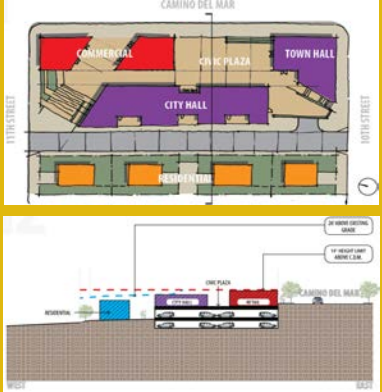
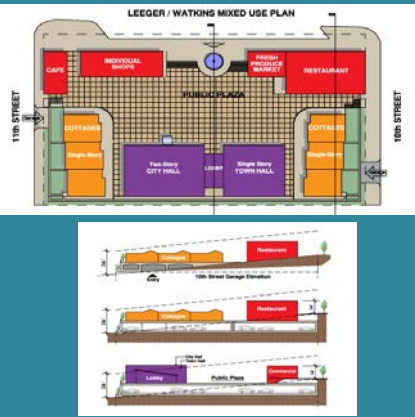
- October 27, 2014: City Hall/Town Hall Council Workshop #3 - Scenarios Review
- October 20, 2014: Financial Analysis of Master Planning Scenarios
- October 6, 2014: Master Planning – Mixed-Use Scenarios Review
- July 7, 2014: City Hall Mixed-Use Goals & Assessment Criteria
- June 16, 2014: Direction to prepare alternative scenarios/Master Planning Phase
- June 9, 2014: City Hall/Town Hall Council Workshop #2
- June 2, 2014: City Hall Funding Program; City Hall Sites Assessment report; Current City Hall Renovation Costs
- May 19, 2014: Highest and Best Economic Use Analysis for 1050 Camino del Mar; Public Private Partnership Overview; Opinion of Probable Construction Costs, City Financing Bond Capacity;
- May 5, 2014: City Hall Revised Schedule and Recommended Program
- April 21, 2014: City Hall Program Verification
- April 7, 2014: Community Forum
- March 17, 2014: Space Planning Verification and Cost Estimate Consultant Selection
- March 3, 2014: City Hall Planning Schedule
- February 18, 2014: Survey Results
- January 6, 2014: Draft Community Survey
- December 9, 2013: City Council Workshop Report and Next Steps

- December 2, 2013: City Council Workshop #1
- September 3, 2013: Site Selection to redevelop 1050 Camino del Mar
- July 15, 2013: Preliminary Space Needs; Priority to replace City Hall
- July 1, 2013: Goals and Criteria for Success for evaluation of Alternative Sites.
- June 17, 2013: Process for Facility Planning

ATTACHMENTS:

Attachment A – October 27, 2014 Council Workshop Table Summaries
Attachment B – Workshop Table Reports
Attachment C – Voting Options

Attachment A

Master Plan Scenarios		Civic Only		Civic + Commercial		Civic + Commercial + 4 Residential		Leeger/Watkins Mixed Use	
		Master Plan Concept (1):		Section:		Description:		Section:	
									
		City Hall, Town Hall, Civic Plaza, 60-stall surface parking lot and 100-stall tuck-under parking structure for a total of 160 parking stalls, with 109 stalls available for surplus public parking.		City Hall, Town Hall, 3,400 SF Commercial, Civic Plaza, 60-stall surface parking lot and 100-stall tuck-under parking structure for a total of 160 parking stalls, with 71 stalls available for surplus public parking.		City Hall, Town Hall, 3,400 SF Commercial, Civic Plaza, 4 single family homes with private garages and a two-level, 204-stall parking structure, with 115 stalls available for surplus public parking.		City Hall, Town Hall, 9,250 SF Commercial, Civic Plaza, 6 one-story cottage homes and a single-level, 168-stall parking structure, with 28 stalls available for surplus public parking.	
Program	Program:								
	City Hall	square feet	9,250 SF	9,250 SF	9,250 SF	8,450 SF			
	Town Hall	square feet	3,200 SF	3,200 SF	3,200 SF	3,788 SF			
	Plaza	square feet	15,000 SF	15,000 SF	15,000 SF	25,000 SF			
	Commercial	square feet	0 SF	3,400 SF	3,400 SF	9,250 SF			
	Residential	units	0 units	0 units	4 units	6 units			
	Total Parking	stalls	160 stalls	160 stalls	204 stalls	168 stalls			
	Parking Breakdown								
	Required Parking		51 stalls	89 stalls	89 stalls	140 stalls			
	Surplus Public Parking		109 stalls	71 stalls	115 stalls	28 stalls			
Provision of Parking:									
Surface Parking		60 stalls	60 stalls	0 stalls	0 stalls				
Structured Parking		100 stalls	100 stalls	204 stalls	168 stalls				
Residential Garages		0 stalls	0 stalls	4 garages	6 garages				
Financials	Project Financials								
	Public Development Costs		\$12,414,000	\$13,451,000	\$17,071,000	\$14,254,000			
	(Less) Commercial Space Value			\$2,058,000 (2)	\$2,058,000 (2)	\$2,568,000 (4)			
	(Less) Residential Land Value				\$4,348,000 (3)	\$2,177,000 (4)			
= Net Development Cost to City		\$12,414,000	\$11,393,000	\$10,665,000	\$9,509,000				
Entitlements	Entitlements & Processing Time								
	Zoning	Complies with existing Public Facilities (PF) Zone		Requires Zoning Change to allow Commercial		Requires Zoning Change to allow Commercial & Residential		Requires Zoning Change to allow Commercial & Residential	
	Entitlement Process	Requires DRB permits, CEQA		Requires DRB permits, CEQA		Requires DRB permits, CEQA		Requires DRB permits, CEQA	
	Estimated Timeframe to Groundbreaking after Decision	9 to 12 months minimum		18 to 24 months minimum		18 to 24 months minimum		18 to 24 months minimum	

(1) Master plan concepts are conceptual in nature and do not represent a design. In the future, a full design process will be undertaken for the preferred direction.
 (2) Revenue from the commercial space can offset approximately \$2 million of project cost. (Scenarios use a different method of calculating commercial revenue compared to the Leeger Watkins Plan)
 (3) Assumes sale of residential property. A ground lease would reduce the value to \$1,982,000, with the net public development cost to City being \$13,031,000.
 (4) Assumes 50-year minimum ground lease for both commercial and residential use. Figures provided by James Watkins.

**City Hall Workshop
October 27, 2014
Table 1 Summary**

8 participants discussed the following topics. Note that Kit Leeger participated in the table discussion, but withheld voting on our third table discussion about adding residential into a civic + commercial option.

1. Topic: Additional parking, with focus on the Civic 160 option:

Six participants indicated a desire to add more parking than is required on the site and two were opposed. All eight participants agreed that a new City Hall should be built; however, two were opposed to the Civic option with 160 spaces. The two opposed indicated that no one will use the additional spaces based on the current use of our City Hall/DMTV parking lot and even if there could be a need in the future, the spaces are not worth \$3 million. They expressed not being convinced of a parking need in the City (noting that even if there was, it would be at the north end of CDM and adding spaces at the south end of CDM is not a feasible solution since no one would use it). The others in favor of adding more parking seemed generally accepting of it, even at the \$3 million price. One individual expressed interest in leasing the additional spaces for revenue.

2. Topic: Commercial, with a focus on the City's Civic + Commercial option:

Five participants were in favor of adding commercial on the site and three were opposed. The three opposed indicated that commercial, regardless of the amount, would not activate the south end of CDM and that there is a conflict of interest to have commercial activity on a public City Hall site. One of the three opposed expressed that he is generally supportive of commercial, but not at this location, stating that it would not be sustainable or thrive. Of the five that supported commercial, they indicated that it would reduce the overall cost of the project, it would increase the tax base, and make the area more attractive for pedestrian use.

3. Topic: Residential, with a focus on the Leeger/Watkins option:

Three participants were in favor of the Leeger/Watkins option (none in favor of the City's residential option), and four were opposed to any option with residential incorporated. Note that Kit Leeger participated in the table discussion, but did not vote in the table reporting component on this topic. Those in favor noted that the Leeger/Watkins plan reduces the overall cost of the project, both through expanded commercial space and residential income. One participant noted that the residential component (e.g., cottages) would be a nice benefit to the site. Those opposed to adding residential felt that a sale of City property was unacceptable, and noted that adding residential to a public City Hall site would feel "uncomfortable" for residents and visitors using the site for civic purposes.

There was an additional topic that started regarding planning for the Farmers Market. One individual noted that the Farmers Market has been declining in stalls and revenue year after year over the last decade and raised a concern that the market may

likely close in the future. Some at the table felt that this was a valid concern and should be taken into account when the City plans for outdoor plaza space. Others felt that regardless of the market closing, it is still a good idea to provide ample outdoor plaza space.

City Hall Workshop
October 27, 2014
Table 2 Summary

- Strong support for having some commercial – could be as simple as a coffee shop – at the south end of downtown because “it’s a long walk to 15th Street” for the residents that live south.
- One person supported a fine dining establishment here.
- “Parking here is superfluous to where the actual need is, which is towards the beach.”
- “If the Plaza can’t make it, why does the City want to do it?”
- Commercial would “create a magnet” for people to gather, much like the European model, which is based upon co-development of residential, civic and commercial, and would be desirable.
- Table was unanimous on not wanting to sell any City land.
- The difference between the costs of the scenarios is material, \$1 million is a lot of money.
- 4 liked the residential component, 5 liked the commercial component, 4 liked civic only, 3 liked “civic with commercial.”
- 4 liked the Leeger Watkins proposal.
- Some liked the idea of starting with the civic only, and allowing development to proceed later with the commercial and/or residential – this would allow the City Hall to not need to wait for Proposition B.
- How important is timing? 4 said that they wanted the City Hall to be done quickly. 6 say that waiting for Measure B is okay.

City Hall Workshop
October 27, 2014
Table 3 Summary

- Five of the nine people at the table preferred the (Purple) Civic only option (Dwight Worden, Council member elect, did not vote).
- Of those five, three felt they wanted less surplus parking than the 109 spaces presented in the Civic Option. The group was split on the appropriate number for surplus parking. Some were in favor of including 109 extra spaces, some felt 50 space might be a better goal, two favored no surplus parking.
- Three preferred the Leeger/Watkins Mixed Use Plan.
- One preferred the Leeger/Watkins Plan but questioned the appropriateness of the residential component.
- One liked the (Red) Civic + Commercial Plan.
- There was consensus there should be no sale of any portion of the property.
- There was one suggestion for consideration of space or amenities for a performing arts space.
- A number of questions were raised: Would the parking be free or require a fee? What would it be used for?
- The points raised on the merits on the Civic only option included: We can afford it; It does not require a Measure B Specific Plan or vote; There would be no required zoning change; The plan provides for flexible future use and/or phasing; It has the shortest construction time; and It provides certainty to get done what we need to get done.
- The points raised on the merits on the Leeger/Watkins Mixed Use Plan included: The way it activated the community; The plaza size being bigger; and The layout of the residential and City facilities
- Three other comments were made: 1)a concern that under the Leeger/Watkins plan there would be a side of the parking structure exposed to the neighbors to the west; 2) a concern that the project cannot be phased to add commercial later on due to Measure B constraints; and 3) a feeling that this is more than just a discussion on a City Hall, it is a great opportunity for the community.

City Hall Workshop
October 27, 2014
Table 4 Summary

- Concerned about the ability to vote on the City Hall project
 - Want the opportunity to vote. Not just a survey. They want a vote.
- Differences with Leeger/Watkins Plan is that the parking covers the whole deck
- It is too complicated to add commercial and residential – keep it simple with only City Hall
- Questioned the need and use for extra parking
 - Don't think that the entire open space should be taken by extra parking
 - Don't think the extra parking would be used since it's too far to walk to 15th Street
 - Concerned that the extra parking costs \$3 million
- Concerned that if the extra components were included (commercial and residential), a Measure B vote would lose
- Concerns that if the City waits too long and the financing rates increase, it diminishes the available funding for the project
- Before designing, get the community to buy-in on the uses, and then design it
- Concerned that if the City were to only build City Hall/Town Hall, then determine later that the City wants to add commercial or residential, the City would need to do another CEQA analysis.

Options:

- Civic only: 3 votes
- Civic + Commercial: None
- Civic + Commercial + Residential: None
- New Option: Civic with less parking: 6 votes

City Hall Workshop
October 27, 2014
Table 5 Summary

Residential Component

- Would like it if it generated a lot of money to offset construction costs, but since it is a relatively small amount, doesn't want to add to the density of the site.
- Cottages could be used for visitors; doesn't like the "mansion" concept (4 SFRs). Use it for educational/arts purposes or could house a "food court" with different international foods.
- Liked idea of using the area for art purposes, over residential.
- Why isn't there an option of residential without a commercial component? [Explained that there initially was, but City Council had narrowed it to the 3 choices presented at workshop.] Wants largest assembly space possible.
- Residential is good, because it offsets the construction costs.
- What is the impact of additional residential on the area? Music/trash/noise etc. This is hard to predict – because of this, opposed to residential component. Keep the property for public use.

Commercial Component

- What problem are we trying to solve? Restaurant use? Enliven the southern end of town? Is commercial a necessity?
- Thinks that public funds are of greater importance than private enterprise. The space (land) is precious; should be used for educational facilities and community space, not commercial use.
- Commercial use would bring people to the south end of town (activate the area). Some commercial component would be okay.
- What does the community need at the south end to make it better/more alive? In general, doesn't like the concept of selling public lands, but in this case, commercial component would be a good addition. Needs community support.
- City needs a draw at south end of town (southern anchor); commercial generates revenue for the City.
- Restaurant use would enhance the area, especially because of the concentration of hotels at the southern end of town.
- Commercial use would need to be street-facing on Camino del Mar. However, if you built a great plaza/building, that would be the draw. Cited an architectural plan for City Hall from about 25 years ago that was voted down. Great architecture draws people to a space. Restaurants are risky and have no guarantee of return.

Parking Component

- Concern for the on-street character; cited upcoming Camino del Mar streetscape improvements and proposed additional/parallel parking. Need to max out the parking on-site so that we don't have to put it on-street.

- Should be a space for people to come together, and doesn't feel that we need to build any extra parking.
- Lives on Stratford Court, and feels the impact of bleed-over parking from City Hall site in her neighborhood. Therefore, would like more parking on the site. Underground parking is preferable to surface parking. Farmer's Market should be on civic site.
- Noted that the Leeger-Watkins plan has little to no surplus parking. No position.
- Parking is needed; this is one of the last city properties that can be developed, so we need to take advantage of the opportunity to build parking. Prefers tuck-under parking, in order to keep the buildings on a level deck/site.
- Need to max out the amount of parking on the site – additional parking is needed in town.
- Build as much underground parking as possible; cited a college that built extra parking under sports fields, and has easily filled it (leased out to businesses, community, etc.). Wants to keep the entire site for public use.

TABLE 5 SUMMARY

- Majority felt that additional parking was needed in the City, so therefore the site should max out the possible on-site parking.
- Group was split on whether to include a retail/commercial component (many supported the concept of a pseudo-commercial arts use).
- Because the sale of property for residential wouldn't generate substantial revenue, and because the impact of residential is unknown, most didn't support residential use.

City Hall Workshop
October 27, 2014
Table 6 Summary

- Consensus at the table that there is no interest in selling land.
- Consensus generally split between the purple concept and the blue concept.
- Regarding the purple concept,
 - There is some concern about the right amount of parking. Some feel that the extra proposed parking is too much. Others are ok with it and support including additional parking to serve other needs.
 - Some interest in the idea of starting with the purple concept with the flexibility to move toward incorporating commercial in the future.
 - Motivation toward interest in the purple concept seemed focused on the advantage of being able to implement more quickly.
- Strong interest at the table in the plaza concept.
- Regarding the blue concept,
 - Participants liked that it “brings vitality back to the town” and creates a reason for visitors to walk from one end of town to the other.
 - Interest in incorporating commercial and residential to offset the project cost.
 - For some, although they like the idea of residential, they are also unsure about it.
 - Some cannot warm up to the idea of residential at all.
- Regarding need for extra parking, some concern at the table about the need for extra parking and how much there should be.

**City Hall Workshop
October 27, 2014
Table 7 Summary**

Table 7 was not able to come to a consensus after discussing the options. They were evenly split with four votes for Civic (with some caveats to decrease extra parking), two votes for Civic + Commercial and four votes for Leeger/Watkins. Other comments included:

- Concern with inconsistent comparison between City options and Leeger/Watkins plan with regard to financing strategies;
- Opposition toward the sale or long-term lease of public land for residential uses;
- Support for extra parking for future uses on site;
- Opposition toward commercial use because other commercial in town is failing (Plaza);
- Support for commercial use to activate the civic site and act as a southern anchor and revitalize area and bring people back to the downtown;
- Support for residential component to act as a buffer between existing residential and activated site;
- Support of tuck-under parking instead of surface parking so that the site is visually appealing while also supporting parking in the south end of downtown;
- Support of Civic only option to avoid extending time frame and limiting development with a Measure B vote; and
- Support of Civic only option and revisit other use options in the future.

City Hall/Civic Center Project Community Vote Options

Advisory Vote

The City would contract with a third party to conduct an advisory vote by mail and/or online.

TIMING	COST	ADVANTAGES	DISADVANTAGES
Could be conducted at any time.	<p>Costs would be for printing and mailing notices, compiling the ballot/survey results, etc.</p> <p>The estimated cost is \$7,000 to \$20,000, depending on the complexity and whether all residents would be included or only registered voters.</p>	<ul style="list-style-type: none"> - Allows the City to present multiple options for consideration - Could allow all residents to vote, regardless if they are registered voters - Can be conducted at any time 	<ul style="list-style-type: none"> - City would need to conduct more outreach to encourage residents to vote - Likely more staff time would be involved than with other election options

Consolidated Mail Ballot with County Registrar of Voters

The City would contract with the County for an upcoming election to be conducted with a mail ballot. No polls would be opened; all voters would be required to return their ballots via mail.

While the dates listed below are allowable for a mail ballot election for any jurisdiction to call an election, the Registrar of Voters does not have any elections officially scheduled in 2015 due to there not being any runoffs or open seats in local elected bodies. Therefore, the City would likely bear the full cost of the election. The next scheduled consolidated election is the June 7, 2016 Presidential Primary.

TIMING	COST	ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> - Mail ballot elections are only available May 5, 2015 and August 25, 2015 - The deadline to participate in the May 5, 2015 election is February 6, 2015. The City would need to adopt resolutions to call for the election, request consolidation, and authorize arguments by January 20, 2015. 	<p>Unknown. Depends on the number of cities participating in the election.</p> <p>Current estimate for Del Mar is \$35,000 - \$60,000.</p>	<ul style="list-style-type: none"> - Provides formal, public process to receive feedback - Less staff time involved due to the County's assistance with providing notifications and ballot materials 	<ul style="list-style-type: none"> - Can only ask a yes or no question

Consolidated Election with County Registrar of Voters

The City would contract with the County at an upcoming election to conduct a traditional poll election. Polling places in Del Mar would be opened and absentee voters would have the ability to submit their votes via a mail ballot.

While the dates listed below are allowable for any jurisdiction to call an election, the Registrar of Voters does not have any elections officially scheduled in 2015 due to there not being any runoffs or open seats in local elected bodies. Therefore, the City would likely bear the full cost of the election. The next scheduled consolidated election is the June 7, 2016 Presidential Primary.

TIMING	COST	ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> - Elections are June 2, 2015 and November 3, 2015. - The deadline to participate in the June 2, 2015 election is March 6, 2015. City would need to adopt resolutions to call for the election, request consolidation, and authorize arguments by February 17, 2015. - The deadline to participate in the November 3, 2015 election is August 7, 2015. City would need to adopt resolutions to call for the election, request consolidation, and authorize arguments by July 20, 2015. 	<p>Unknown. Depends on the number of cities participating in the election.</p> <p>Current estimate for Del Mar is \$85,000 - \$110,000.</p>	<ul style="list-style-type: none"> - Provides formal, public process to receive feedback - Less staff time involved due to the County's assistance with providing notifications and ballot materials 	<ul style="list-style-type: none"> - Can only ask a yes or no question

Special Election

The City would hold its own special election and contract with the County to administer the election process.

TIMING	COST	ADVANTAGES	DISADVANTAGES
<p>Must be conducted within 88 days after the Council takes action to call the election.</p>	<ul style="list-style-type: none"> - If the City conducted a polls election, the cost range is \$85,000 - \$110,000. - For a special Vote-by-Mail only election, the cost projection is \$35,000 - \$60,000. 	<p>Can be conducted any time.</p>	<ul style="list-style-type: none"> - Costly - Can only ask a yes or no question