



# City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

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

DATE: January 20, 2015

SUBJECT: Approval of the Questions and Process for the “Voice Your Choice Poll,”  
for the City Hall/Town Hall Project

## REQUESTED ACTION/RECOMMENDATION:

Review and approve the proposed questions and process for the upcoming “Voice Your Choice Poll,” for the City Hall/Town Hall Project.

## DISCUSSION/ANALYSIS:

On December 15, 2014, the City Council approved three options for development of a new City Hall/Town Hall at 1050 Camino del Mar. The options were:

1. Civic uses only;
2. Civic uses and additional parking; and
3. Civic uses, additional parking, and future expansion.

The City Council also directed staff to use  $\pm 10\%$  ranges for the number of parking spaces, as well as building sizes, label the three options consistently, and work with a consultant to draft language to present the options to residents. The goal of this effort is to help inform the City Council of the community’s priorities for the three options to develop the City Hall property for the long-term future of Del Mar

Staff and the City Hall Project Council Subcommittee (Mayor Corti and Councilmember Mosier) have worked with the selected vendor, Everyone Counts, Inc., to draft language for the public poll. The three recommended options are:

**Option A - Civic Uses Only:** City Hall, Town Hall, Civic Plaza, with a surface parking lot (approximately 60 stalls). All buildings will be built on grade. There would not be space or parking available for expansion or future uses.

---

## City Council Action:

**Option B – Civic Uses with Additional Parking:** City Hall, Town Hall, Civic Plaza, with approximately 160 parking stalls (60 stalls in a surface parking lot and 100 parking stalls in a parking structure). The parking structure would be under the buildings and plaza and cover part of the site. This option would support approximately 11,000 square feet (SF) of future development area and approximately 100 additional parking stalls that could support future expansion or other uses.

**Option C – Civic Uses with Additional Parking and Developable Area:** City Hall, Town Hall, Civic Plaza, with approximately 160 parking stalls in a below-grade parking structure. The parking structure would be under the buildings and plaza and cover the entire site. This option would support approximately 20,000 square feet (SF) of future development area and approximately 100 additional parking stalls that could support future expansion or other uses.

The poll will be conducted online, with the option for individuals to request a paper copy of the poll. Notification letters will be mailed to registered voters in Del Mar that will include a unique code to login to the online poll. Additionally, a kiosk will be set up at City Hall for the community to respond to the poll. The following attachments are included for consideration:

- Attachment A is the draft initial notification letter.
- Attachment B is a screen shot of the proposed introductory page when logging into the poll.
- Attachment C is a screen shot of the draft language for the poll.

The online poll will include links to more detailed descriptions about each option (as shown in Attachment D), as well as links to the City's webpage that contains historical information about the City Hall project ([www.delmar.ca.us/cityhall](http://www.delmar.ca.us/cityhall)).

Following the City Council's approval of the questions and process, staff will work with Everyone Counts to implement and administer the community poll. Everyone Counts has indicated that the timeframe for the poll should not exceed two weeks. Based on their experience, extending the timeframe beyond two weeks does not result in any substantial increase in responses.

The timeline is proposed as follows:

<b>TASK</b>	<b>POTENTIAL DATE(S)</b>
Informational materials mailed to registered voters	Week of January 26, 2015
Public awareness campaign about online poll	Week of January 26, 2015
Online poll open	February 2 – 13, 2014
Vote tabulation by vendor (including processing any paper responses)	Week of February 16, 2015
Council discussion of community feedback	March 2, 2015

While the desire has been to call this a “public advisory vote,” it is important to note that the State of California does not allow advisory votes, or any election, to be conducted online. A public awareness effort, poll or survey is not an election pursuant to California law. Therefore, in an effort to ensure that this activity is not misperceived as an advisory vote/election that would be subject to the State of California’s Elections Codes, it is important that this activity be communicated as a community poll.

FISCAL IMPACT:

The City Council previously approved funding for this online poll.

ENVIRONMENTAL IMPACT:

There is no environmental impact associated with this action.

PRIOR CITY COUNCIL REVIEW:

On December 15, 2014, the City Council approved a contract with Everyone Counts, Inc. to assist the City in conducting an online poll of residents regarding the City Hall/Town Hall Project.

ATTACHMENTS:

Attachment A – Draft Initial Poll Notification Letter

Attachment B – Screen Shot of the Proposed Poll Introductory Page

Attachment C – Screen Shot of the Draft Language for the Poll

Attachment D – Development Options Descriptions



# City of Del Mar

## *CITY HALL/TOWN HALL "VOICE YOUR CHOICE" POLL*

«FirstName» «LastName»  
«Street\_Name»  
«City», «State» «Zip»

Over the past few months, the City of Del Mar has been discussing and analyzing the feasibility of a new City Hall/Town Hall. The City Council is seeking community input throughout this comprehensive research and planning phase on the various options to develop the site at 1050 Camino del Mar.

As a Del Mar registered voter, we are looking for your input on this ***Voice Your Choice*** poll. Please see the instructions below on how to access the online poll and voice your preferences.

### ONLINE POLL

**OPENS:** MONDAY, FEBRUARY 2, 2015 8:00 AM  
**CLOSES:** FRIDAY, FEBRUARY 13, 2015 5:00 PM



**Your Unique PASSWORD:** «PASSWORD»

To access the poll, visit:  
**[XXXXXX.everyonecounts.com](http://XXXXXX.everyonecounts.com)**

### *POLL INSTRUCTIONS*

To access the poll, follow the steps below.

1. Go to the following link: [delmar.everyonecounts.com](http://delmar.everyonecounts.com)
2. Enter your first name, last name, and your alphanumeric Password.
  - a. Your Password can be used only once to respond to the poll.
3. Once you have accessed the poll, carefully review the instructions on how to select your preferences, enter your selections and press the submit button.

If you require assistance, contact [helpdesk@everyonecounts.com](mailto:helpdesk@everyonecounts.com) or by phone at 1-888-492-4763.

Thank you for participating!

Welcome to the City of Del Mar City Hall/Town Hall  
Voice Your Choice Poll

**PLEASE READ BEFORE CONTINUING**

The City Council is seeking community input through this online polling program. This **Voice Your Choice Poll** provides the opportunity for community members to rank their preferences on options for the development of a new City Hall/Town Hall.

The City is seeking your feedback on three various development options that will help to decide whether additional parking, as well as the capability to expand the uses on the site, should be included in the plans for a new City Hall/Town Hall.

Below is a description of the three development options. In the following page, you will be asked to rank your first, second, and third choice for each of the three options. Links to additional information about each option is included in the next page. Note that all areas and quantities described in the options are approximate and subject to change by +/-10% during the design phase.

**Development Options:**

• Option A - Civic Uses Only: This option includes a City Hall, Town Hall, Civic Plaza, 60-70 stall surface parking lot. All buildings will be built on grade. There will not be space or parking available for expansion or future uses.

• Option B - Civic Uses with Additional Parking: City Hall, Town Hall, Civic Plaza, with approximately 160 parking stalls (60-stalls in a surface parking lot and 100 stalls in a parking structure). The parking structure would be under the buildings and plaza and cover part of the site. This option would support approximately 11,000 square feet (SF) of future development area and approximately 100 parking stalls that could support future expansion or other uses.

• Option C - Civic Uses with Additional Parking & Developable Area: City Hall, Town Hall, Civic Plaza, with approximately 160 parking stalls in a below-grade parking structure. The parking structure would be under the buildings and plaza and cover the entire site. This option would support approximately 20,000 square feet (SF) of future development area and approximately 100 additional parking stalls that could support future expansion or other uses.

All three options can accommodate a Town Hall that would seat approximately 100 persons, a plaza to accommodate the Farmer's Market and other events, and parking for City Hall and the Town Hall. Additionally, all three scenarios comply with the City's Public Facilities Zoning Code. Please note that this project has not yet been designed. Following community feedback, the City will begin a design process.

For background information about this project, please visit [www.delmar.ca.us/cityhall](http://www.delmar.ca.us/cityhall)

Please press **Continue** to select your choices.

Continue



**Del Mar**  
CALIFORNIA

**Del Mar City Hall/Town Hall  
Voice Your Choice Poll  
February 13, 2015**

If you have difficulty logging in, please contact [helpdesk@everyonecounts.com](mailto:helpdesk@everyonecounts.com) or call the Help Desk at 1-888-492-4763.

**Enter your last name**

**Enter your alphanumeric Password**

**Login**

Unauthorized access to this system is forbidden by state and international laws.



## Rank Your Choices

Select your preferred option by double clicking the box next to your **First** choice, then your **Second** choice, and finally your **Third** choice.

### Option A - Civic Uses Only

[Click Here to View Details About This Option](#)

### Option B - Civic Uses with Additional Parking

[Click Here to View Details About This Option](#)

### Option C - Civic Uses with Additional Parking and Developable Area

[Click Here to View Details About This Option](#)

Undo Last Preference

Clear All Preferences

Back

Continue

## A. Civic Uses Only

### Description:

City Hall, Town Hall, Civic Plaza, with a surface parking lot (approximately 60 stalls). All buildings will be built on grade. There will not be space or parking available for expansion or future uses.

### Project Financials:

Project Development Costs <sup>1</sup> :	\$7,425,000
Less Value created <sup>2</sup> :	<\$279,000>
Net Cost to City:	\$7,146,000

### Program:

City Hall:	9,250 SF
Town Hall:	3,200 SF
Plaza:	15,000 SF
Parking stalls:	60
Expansion Potential:	0 SF

(Note: all areas and quantities are approximate and subject to change by  $\pm 10\%$  during design phase)

### Features:

- Replaces current site facilities with like facilities.
- Any additional development or building expansions would require additional parking beyond the parking that can fit on the site.
- There would be approximately nine (9) parking stalls that may be used for In-Lieu Parking or general public parking.
- This project is within the City of Del Mar's financial capabilities, without new taxes.

- 
1. Project Development Costs represents a total of construction costs and 'soft' costs, based upon McCarthy Building Companies estimates, 2014.
  2. Assumes nine (9) in-lieu parking stalls at \$31,000 per stall (2014-2015 rate).

## B. Civic Uses with Additional Parking

### Program:

City Hall:	9,250 SF
Town Hall:	3,200 SF
Plaza:	15,000 SF
Parking stalls:	160
Expansion Potential:	11,000 SF

(Note: all areas and quantities are approximate and subject to change by  $\pm 10\%$  during design phase)

### Description:

City Hall, Town Hall, Civic Plaza, with approximately 160 parking stalls (60-stalls in a surface parking lot and 100 stalls in a parking structure). The parking structure would be under the buildings and plaza and cover part of the site. This option would support approximately 11,000 square feet (SF) of future development area and approximately 100 additional parking stalls that could support future expansion or other uses.

### Project Financials:

Project Development Costs <sup>1</sup> :	\$12,400,000
Less Value created <sup>2</sup> :	< \$3,112,000 >
Net Cost to City:	<u>\$9,288,000</u>

### Features:

- Approximately 11,000 SF of site area would be available for expansion, future buildings, and/or additional plaza area.
- Creates the potential for some expansion.
- Approximately 100 parking stalls would be available for additional parking for community events, general public parking or In-Lieu parking.
- Has the potential to produce revenue from In-Lieu Parking or additional development.
- This project is within the City of Del Mar's financial capabilities, without new taxes.

1. Project Development Costs represents a total of construction costs and 'soft' costs, based upon McCarthy Building Companies estimates, 2014.
2. Assumes value of \$142 per square foot (Keyser Marston Associates 2015) and 50 in-lieu parking stalls at \$31,000 per stall (2014-2015 rate).

## C.

### Civic Uses with Additional Parking & Developable Area

#### Program:

City Hall:	9,250 SF
Town Hall:	3,200 SF
Plaza:	15,000 SF
Parking stalls:	160
Expansion Potential:	20,000 SF

(Note: all areas and quantities are approximate and subject to change by  $\pm 10\%$  during design phase)

#### Description:

City Hall, Town Hall, Civic Plaza, with approximately 160 parking stalls in a below-grade parking structure. The parking structure would be under the buildings and plaza and cover the entire site. This option would support approximately 20,000 square feet (SF) of future development area and approximately 100 additional parking stalls that could support future expansion or other uses.

#### Project Financials<sup>1</sup>:

Project Development Costs:	\$16,400,000
Less Value created <sup>2</sup> :	<\$4,390,000>
Net Cost to City:	\$12,010,000

#### Features:

- Approximately 20,000 SF of site area would be available for expansion, future buildings, and/or additional plaza area.
- Maximizes the potential for expansion.
- Approximately 100 parking stalls would be available for additional parking for community events, general public parking or In-Lieu parking.
- Has the maximum potential to produce revenue from In-Lieu Parking or additional development.
- This project is within the City of Del Mar's financial capabilities, without new taxes.

1. Project Development Costs represents a total of construction costs and 'soft' costs, based upon McCarthy Building Companies estimates, 2014.

2. Assumes value of \$142/SF per square foot (Keyser Marston Associates 2015) and 50 in-lieu parking stalls at \$31,000 per stall (2014-2015 rate).