



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: January 6, 2014

SUBJECT: City Hall/Civic Center Survey

REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council receive the report outlining the community survey for City Hall/Civic Center Planning and direct staff to execute the survey.

DISCUSSION/ANALYSIS:

On December 9, 2013, the City Council reviewed the outcomes from the December 2, 2013 City Hall/Civic Center community workshop and directed staff to prepare a community survey to confirm the workshop preferences. City Council requested that the survey include descriptions of the alternatives and associated costs; the results of the workshop for confirmation; and the ability for the community to indicate their concurrence and preference. Staff worked with the Planning Issues Council Liaisons (Haydu and Corti) to develop the survey found in Attachment A. The survey has also been tested by a staff control group and modifications made for clarity.

This survey is intended to be posted on the City of Del Mar's web site: <http://www.delmar.ca.us/Pages/CivicCenterPlanning.aspx>. A postcard will be distributed to approximately 6,000 Del Mar residents, property owners and business owners to direct them to the web survey. For those without Internet access, a hard-copy will be provided upon request. Email blasts will also be sent to the City's distribution list to encourage participation. Staff anticipates mid-February as the close of the survey, with the intent to bring the preliminary survey data to City Council for discussion at the February 18, 2013 meeting.

FISCAL IMPACT:

The City Hall community survey is budgeted to cost approximately \$4,000 to execute. The funds are available within the adopted Capital Improvement Program budget (CIP#FA01)

City Council Action:

for Fiscal Year 2013-2014 which includes \$60,000 for Public Facilities master planning related services.

ENVIRONMENTAL IMPACT:

In accordance with California Environmental Quality Act (CEQA) standards, a survey 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:

On May 13 and 14, 2013, City Council discussed the need for City Facility planning during the Budget workshops. On June 17, 2013, City Council discussed the process for facility planning. On July 1, 2013, City Council discussed the goals and criteria for success for evaluation of alternative sites. During the July 15, 2013 meeting, City Council determined the preliminary space needs for planning future facilities and prioritized planning for City Hall governmental offices. On September 3, 2013 the City Council directed staff to pursue the redevelopment of 1050 Camino del Mar or a privately held office building for new City administrative offices and to conduct a community workshop. On December 2, 2013, City Council held that workshop and on December 9, 2013 Council directed staff to prepare a community survey to expand outreach.

ATTACHMENTS:

Attachment A – Draft Survey

Civic Center Planning Survey

Survey Introduction

On December 2, 2013, the City Council held a City Hall/Civic Center Facilities Planning Workshop. The purpose of this survey is to receive additional feedback about the development of a new Civic Center. The survey allows you to respond to feedback received at the workshop.

Please allocate 10 minutes to complete the survey. And, please only complete one survey response per person. We look forward to your input!

Please note that background information is available [on the City's website should you need more details.](#)

Contact Information

* 1. Contact Information (Name and address are required fields)

Name:	<input type="text"/>
Address:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text"/>
ZIP:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

Introduction

The Del Mar City Council is looking to gather input on key decisions that the Council needs to make regarding future civic facilities. The City Council is interested in your opinion regarding:

1. What makes up a civic space? What uses do you want to see there?
2. Where do you want the civic center located?
3. How should the City pay for a new civic center?

Section I: What Makes up a Civic Center?

This section solicits your feedback on what uses should be in a civic space. While there is a need for city administrative offices, should other uses be provided, such as public parking, community meeting rooms, plaza and/or open space?

For purposes of this survey, the following definitions are used:

- City Hall: This is defined as administrative office and meeting space for the public to do their City business and for City staff to work providing City services. (Approximately 11,000 square feet with approximately 40 parking stalls.)
- Town Hall: This is defined as a gathering place for citizens where City Council and other public meetings could be held, and it could contain community space for small performances, exhibits, etc. (Approximately 3,500-4,500 square feet with parking.)

Civic Center Planning Survey

- Civic Center: This could be a facility with some or all of the above uses. A Civic Center could contain both the Town Hall and City Hall or the facilities could be in separate locations.

Section I: What Makes up a Civic Center?

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

- Strongly Agree
 Agree
 Neither Agree nor Disagree
 Disagree
 Strongly Disagree

3. 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?

- Strongly agree
 Agree
 Neither Agree nor Disagree
 Disagree
 Strongly Disagree

4. 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).

	1	2	3
Community meeting rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaza and/or open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public parking (additional 75-100 parking spaces in a parking garage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Are there other uses for the Civic Center you would recommend or are there any additional comments?

Section II: Location Assessment

This section addresses where the Civic Center could be located. Workshop participants reviewed numerous potential locations and narrowed them down to a few locations that could meet the needs of the community.

Workshop participants identified the current City Hall site (1050 Camino del Mar) as the first choice for the location of the Civic Center. Participants also identified an option of a private office building in downtown in the vicinity of 9th Street and Camino del Mar as their second choice. Below are descriptions of the locations that were preferred by workshop participants.

Existing City Hall site (1050 Camino del Mar): The existing City Hall site is 68,000 square feet (1.5 acres) and zoned for Public Facilities. The site could be redeveloped to accommodate both public and private uses. Any development on this site would be subject to Design Review approval.

Civic Center Planning Survey

Private properties - Camino del Mar/9th Street Office Buildings: City Hall could be located in an existing office building. The benefit of utilizing private properties is that the office buildings are already constructed and move-in ready. The property could be leased or purchased, however there may be varied ability to accommodate the program.

Other Properties: The workshop participants also looked at additional properties/locations, such as the City's Public Works Yard along San Dieguito Drive, private offices in the North Commercial area along Jimmy Durante Boulevard, and the Shores property at 9th and Camino del Mar. However, due to constraints at these properties, the workshop participants determined that the City should focus on the properties listed above.

6. 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?

- Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree

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

- Existing City Hall site
 Private properties on Camino del Mar/9th Street
 No preference

8. Are there other locations the City should consider or any additional comments?

Section III: Financial Aspects

The City has identified preliminary costs, depending on the scope of the project, and potential financing options for construction, purchase, or leasing of a Civic Center/City Hall.

Estimated Construction Costs:

Based on initial assumptions, the estimated costs for the various options are as follows:

- **Building new facilities:** To build a new City Hall that would include administrative office and meeting space for the public to do their City business and for City staff to work providing City services, with approximately 40 parking spaces, the total cost for construction is estimated around \$8 million. The cost for construction of a new Town Hall is estimated at \$3-\$4 million. And, a public parking garage with space for 150-200 cars is estimated at \$5-\$7 million.
- **Buying an existing office building:** To buy an existing office building, it is estimated that the total cost would be approximately \$5.5-\$8 million for a similar sized building that will meet the community's needs, including tenant improvements.
- **Leasing an existing office building:** Assuming an 11,000 square foot facility, this would cost the City about \$330,000 - \$430,000 per year, plus escalation costs.

Civic Center Planning Survey

Financing:

There are several potential options for financing that workshop participants reviewed. Of the various options, the following were identified as the most feasible and appropriate. Some or all of these options could be combined to meet the financing needs. **None of the options would require that property owners pay an additional tax for this project.**

- **Lease Revenue Bond:** This is similar to a loan for a government agency. It is estimated that financing \$8 million would cost the City \$520,000 per year over 30 years. These payments would come from City operations and **NOT new taxes.**
- **Sell a non-essential asset to raise cash:** The City could sell a City-owned property that the City Council deems non-essential to raise one-time funds. This method was used by the City when the Balboa Lot was sold to fund the Shores.
- **Enter into public-private partnership:** This scenario could utilize a developer to invest upfront capital for a long term return on the investment. For instance, a developer could develop a portion of land that is not used for the Civic Center. This would not require any borrowing by the City, but be similar to selling or leasing all or part of the property to another entity.

9. 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?

- Strongly Agree
 Agree
 Neither Agree nor Disagree
 Disagree
 Strongly Disagree

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

- Strongly Agree
 Agree
 Neither Agree nor Disagree
 Disagree
 Strongly Disagree

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

- Strongly Agree
 Agree
 Neither Agree nor Disagree
 Disagree
 Strongly Disagree

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

	1	2	3	4	5
City Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community meeting rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaza and/or open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Are there any additional financing options the City should consider?

Suggestions/Comments

Civic Center Planning Survey

14. Any other comments or suggestions about a Civic Center?

15. Would you like to receive e-mails regarding future Civic Center/City Hall planning workshops?

- Yes
- No

If yes, please provide your e-mail address:

Thank you for your input!

Thank you for your input for the Civic Center facilities planning. This information will be used for the City Council discussion at future City Council meetings.