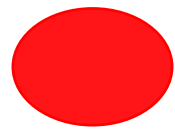


# Del Mar City Council Meeting Agenda

Del Mar Town Hall  
1050 Camino del Mar, Del Mar, California

## **February 3, 2026 City Council Meeting**

**INFORMATION RECEIVED  
AFTER THE COUNCIL AGENDA  
WAS DISTRIBUTED  
("Red Dots")**



## Leslie Carrillo

---

**From:** Laura DeMarco <laurastanleydemarco@yahoo.com>  
**Sent:** Tuesday, February 3, 2026 11:13 AM  
**To:** Tracy Martinez; John Spelich; Dan Quirk; Terry Gaasterland  
**Cc:** Amanda Lee; Karen Brindley; Ashley Jones; Dianna Lilly; Stephanie@Coastal Leach; City Clerk Mail Box  
**Subject:** Item 10 Red Dot: Suggested revisions to Del Mar's STR ordinance

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Del Mar City Council Members and Staff,

Thank you for making substantial progress on honoring Del Mar's historic STRs which are an integral part of the history, economy, and fabric of our community.

However, there are more refinements needed in Del Mar's STR ordinance in order to earn, at the very least, ongoing tax revenue of \$775,000 as represented to voters who overwhelmingly approved the STR TOT ballot initiative (Exhibit 1). This revenue could help pay for city-wide undergrounding, especially critical in high wildfire hazard zones, and beach sand replenishment that would protect eroding North Beach and our crumbling bluffs.

These STRs also provide millions more in sales tax and economic impact. They are the lifeline sustaining the Del Mar racetrack and Fairgrounds as well as our village's struggling shops, restaurants, and our only grocery store (the newly opened Valley Farms Market), especially during the off season.

Even more significantly to generations of vacationers, Del Mar STRs provide the best visitor-serving access to one of the safest, most family-friendly, and dog-friendly beaches in California as well as our scenic village's shops and ocean-view restaurants. Most STRs are in the flat, ADA-accessible North Beach area where vacation homes have been rented for decades to multigenerational families; workers and patrons of the Del Mar Fair, Racetrack, and Breeders Cup; riders and fans of Del Mar Horsepark; participants in other events at Surf Cup and famed Torrey Pines golf course; and patients with compromised immune systems undergoing chemotherapy or clinical trials at nearby leading medical centers.

STRs are critical to our community because Del Mar only has 6 small hotels and inns with 355 rooms that are frequently sold out during the peak summer season as their total capacity is only ~800 people. This is woefully inadequate for vacationers to be able to stay in Del Mar and enjoy our 2 miles of beautiful beaches, treasured surf breaks, Dog Beach, and scenic bluff top trails. The two small time share developments cannot be considered to be hotels as they are mostly used by their owners.

According to Del Mar's representations made to the Coastal Commission in 2018, the city then had 300-400 STRs with an average of 3 bedrooms and capacity of 8 people. Their total capacity was 2,400-3,200 or 3-4x that of Del Mar's hotels. Most were 2nd homes available not only during peak summer months but also throughout the year so vacationers could take advantage of lower rates and less crowded beaches, restaurants, and shops.

Only one 41-room hotel (Del Mar Beach Hotel) has flat, direct ADA-accessible beach access unlike the other 5 hotels up the hill from the beach. The cost of a 2-night stay over the upcoming July 4th holiday starts at \$2,101.74 (Exhibit 2) for a king bedroom with 2-person capacity or for two beds so a family of 8 need at least 3 rooms costing \$6,305.22. For less than 20%-50% of the price of that hotel, the family of 8 can get a 3-bedroom STR by the beach

with 2 bathrooms; kitchen to cook meals; dining room with high chair; living room filled with books, board games, and puzzles; baby crib; 2-4 onsite parking spaces; beach towels; boogie boards, and beach toys.

Which accommodation would you prefer for your multi-generational family of 8 including an elderly grandmother with dementia, limited mobility, and incontinence; a breast-feeding mother with a fussy baby; hot, tired toddlers needing cool naps; fearless teenagers needing close supervision; and/or your spouse with a compromised immune system undergoing chemotherapy at nearby Scripps, UCSD or VA hospitals? Definitely a cheaper 3-bedroom STR than 3 Del Mar Beach Hotel rooms costing \$6,305.22 which is why STRs are already sold out in North Beach except for one costing \$2,684. (Exhibits 3 and 4 from Airbnb and VRBO).

You would definitely want to stay in a STR for a Del Mar beach vacation because there are only 2 public bathrooms at the 25th Street Lifeguard station, 6 at the 17th St. station, and 4 stalls for women and reportedly 2 stalls and 2 urinals for men at Powerhouse Park which scored poor marks according to a Tripadvisor review (Exhibit 5). These 150 STRs provide 300 clean, well-stocked, and private bathrooms mostly within walking distance so it relieves demand on very limited and crowded public bathrooms. This also reduces the city's costs of water, sewage, cleaning, and trash collection.

In addition, STRs provide an average of 3 onsite parking spaces for a total of 450 dedicated parking spots mostly within walking distance of the beach, which preserves scarce street parking. Parking is going to be even more scarce when it is limited to only one side of our narrow streets in compliance with state fire codes requiring 20 feet width (excluding parking). Thus, Del Mar's STRs preserve coastal resources and create less green house gas emissions and traffic from day-tripping vacationers who endlessly drive around trying to find free street parking.

It is concerning that the number of STRs dropped from 300-400 reported to the Coastal Commission in 2018 to only 150 on the city's registry by the end of 2024 due to attrition from ownership changes as code enforcement terminated grandfathering rights. As a result of declining competition from cheaper STRs, Del Mar's hotel rates skyrocketed and made Del Mar beach vacations more unaffordable. For example, the nightly cost of a king bedroom at the Del Mar Beach Hotel for the July 4th holiday weekend in 2016 tripled from \$300 to \$1,050 by 2026.

This high STR attrition rate will likely continue so in 10 years there may be only 35-50 left, well below the cap of 129 causing a steep decline in STR TOT collections. Why? Because 115 of the current 150 STRs are not primary residences of their owners so they will be eliminated when the owners or their heirs sell these houses whose current market value averages \$5M. Already 22 of the 150 registered STR have sold, including one recently on Ocean Front for \$15.1M or are on the market so the number of STRs will likely drop below the 129 cap later this year.

Will primary resident owners, the only new STRs allowed by the ordinance, step up to replace these lost STRs? Not likely as it is not a very popular option for primary resident owners as they constitute only 35 of 150 registered STRs and only ~10% of annual availability as most are only offered for a few weeks during the summer when the owners are on vacation and they can charge peak rates.

Furthermore, there is now less incentive for Del Mar residents to offer STRs because of the following increased costs of the proposed ordinance as well as the time and money it takes to operate one:

- 1) Permit fee (TBA)
- 2) Premium for required \$1M liability insurance policy when property owners can barely get or afford insurance as most properties are in flood zones or high wildfire hazard zones
- 3) 20-25% property management fee because of required 30-minute response time from a local contact
- 4) 13% TOT collection and remittance to the city
- 5) Offsite storage fees for heirlooms, valuables, clothing, shoes, and other gear to clear out dressers, wardrobes, closets, and garages for vacationers as most houses have limited extra storage.
- 6) Maintenance and/or replacement costs from increased wear and tear to dishes and serving ware, cutlery,

appliances, flooring, furniture, window treatments, etc.

7) Time and hassle of clearing out dressers, wardrobes, closets, and garage to make room for vacationers' occupancy.

The higher costs and hassle of the STR ordinance may also cause some STR registrants to opt out and shift to monthly vacation rentals so they are not subject to the ordinance.

Thus, please modify Del Mar's STR ordinance with the following:

- 1) Eliminate requirement that STRs only be allowed in an owner's primary residence;
- 2) Remove requirement for \$1M liability insurance policy or also allow a \$1M umbrella policy; and
- 3) Make the 5% cap on the number of STRs relative to the current number of housing units so it is updated annually and not fixed at 129. Notably, of the 126 new housing units built that met Del Mar's current RHNA requirement for moderate and market rate housing, 122 are banned from even offering STRs as they are ADUs. In addition, most new development projects are multifamily which also severely restrict STRs. In fact, 49% of Del Mar's housing stock (Exhibit 6), and climbing, are apartment buildings, condominiums, triplexes, and duplexes which either prohibit or severely restrict STR offerings.

The three proposed modifications to the STR ordinance enables the city to meet or exceed the \$775,000 STR TOT estimate. The changes will help keep more big spenders in Del Mar's STRs where they can sustain the Racetrack, Fairgrounds, and Horsepark as well as our village's struggling shops, restaurants, and new grocery store. These STRs also provide more onsite bathrooms and parking spaces and more affordable options to vacationing families with better, ADA-accessible beach access than Del Mar's few hotels.

Even more significantly, the suggested modifications preserve and protect Del Mar's historic visitor-serving coastal access in accordance with the Coastal Act.

Thanks for your consideration,

Laura DeMarco  
39-year Del Mar resident

On June 17, 2024, the City Council voted to place a measure on the November 5, 2024 ballot that, if approved by the voters, would allow the City to collect Transient Occupancy Tax (TOT) from guests of Short-Term Vacation Rentals and would modernize the City's TOT regulations. The question that will appear on the ballot is:

**Measure M- Transient Occupancy Tax (TOT)  
Measure**

*To maintain City services impacted by tourism (public safety, streets, beaches, parks, trails), shall the Del Mar Municipal Code be updated to require TOT from guests of all short-term vacation rentals (30 days or less), hotels, and similar facilities – regardless of unit/bedroom count – on rent charged (excluding third-party booking fees), and allow online booking vendors to collect/remit TOT to City of Del Mar, generating approximately \$775,000 annually in local revenue, until ended by voters?*

Exhibit 2: July 4th holiday reservation for 2 nights in the cheapest king or two bed room costing \$2,101.74 for a total of \$6,305.22 for 3 rooms that could accommodate family of 8.

**Del Mar**  
BEACH  
HOTEL

Your Reservation Details

ADULTS & CHILDREN  
2/0 >

DATES OF STAY  
Jul 3-5 >

ACCOMMODATIONS  
Classic King  
Best Available Rate ✕ >  
Classic King ✕

TOTAL  
\$ 2,101.74

LANGUAGE & CURRENCY  
English (USD) >

Collapse ^

[Add More Rooms](#)

Additional Comments:

Privacy

**BOOK NOW**

reservations.delmarhotel.com

Exhibit 3: Airbnb map showing no availability for July 4th weekend near North Beach for 3-bedroom STR accommodating 8 guests.

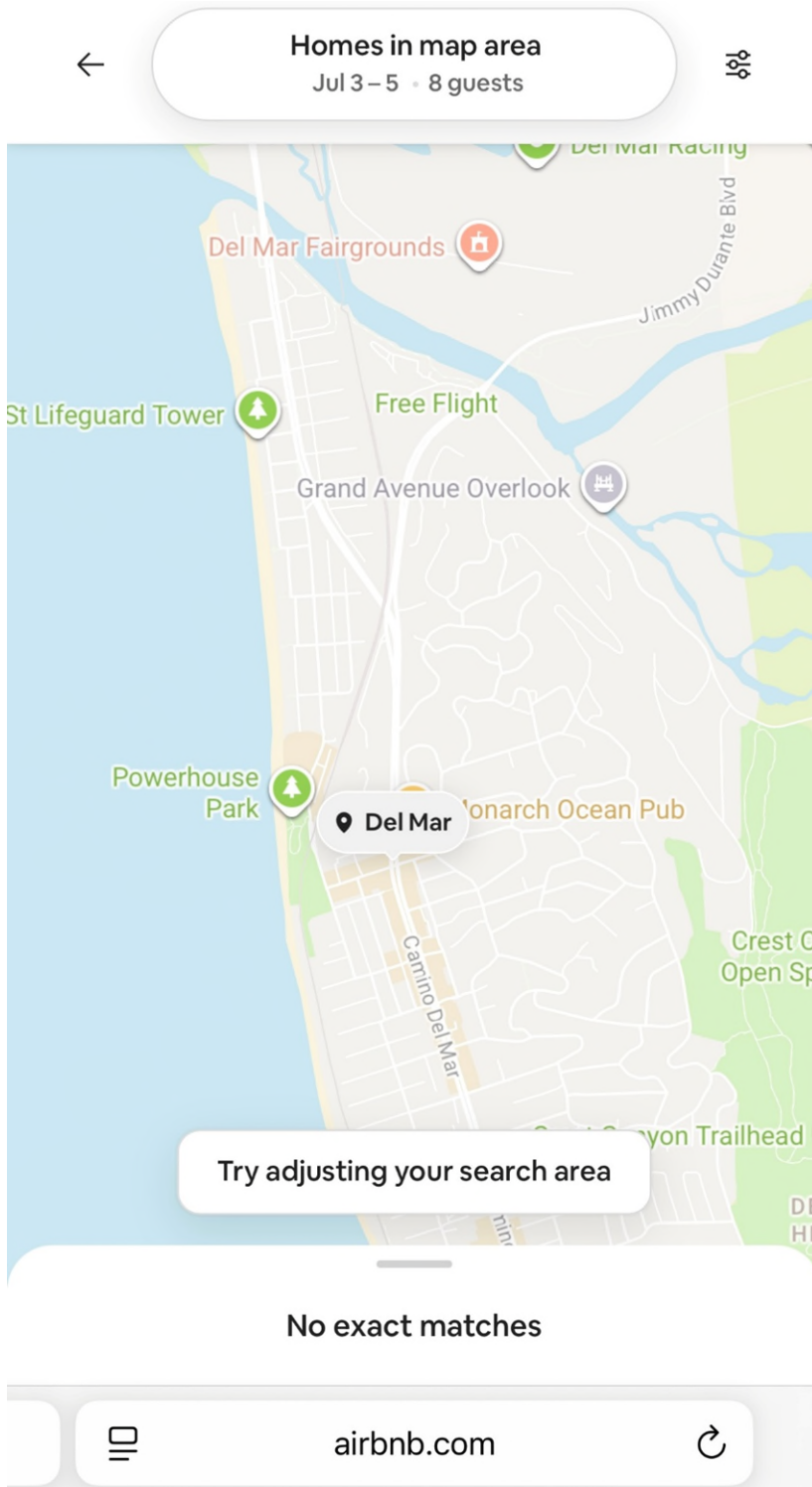




Exhibit 5: Review of Powerhouse’s limited and busy public bathrooms during peak summer day.

About The area **Reviews**



**doctoyou**  
Makawao, Hawaii  
681 contributions

👍 0 ...



**Local beachside place**

Aug 2020

Big grassy area right up from the water. Bathrooms are pretty nasty though. There’s some public showers to rinse the sand off your feet or clean off the salt water after if you’ve been catching some waves. Great for sunsets or to have a picnic anytime.

Written September 15, 2020

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

🔗 Unlock the best of Tripadvisor



Sign in to Tripadvisor with Google

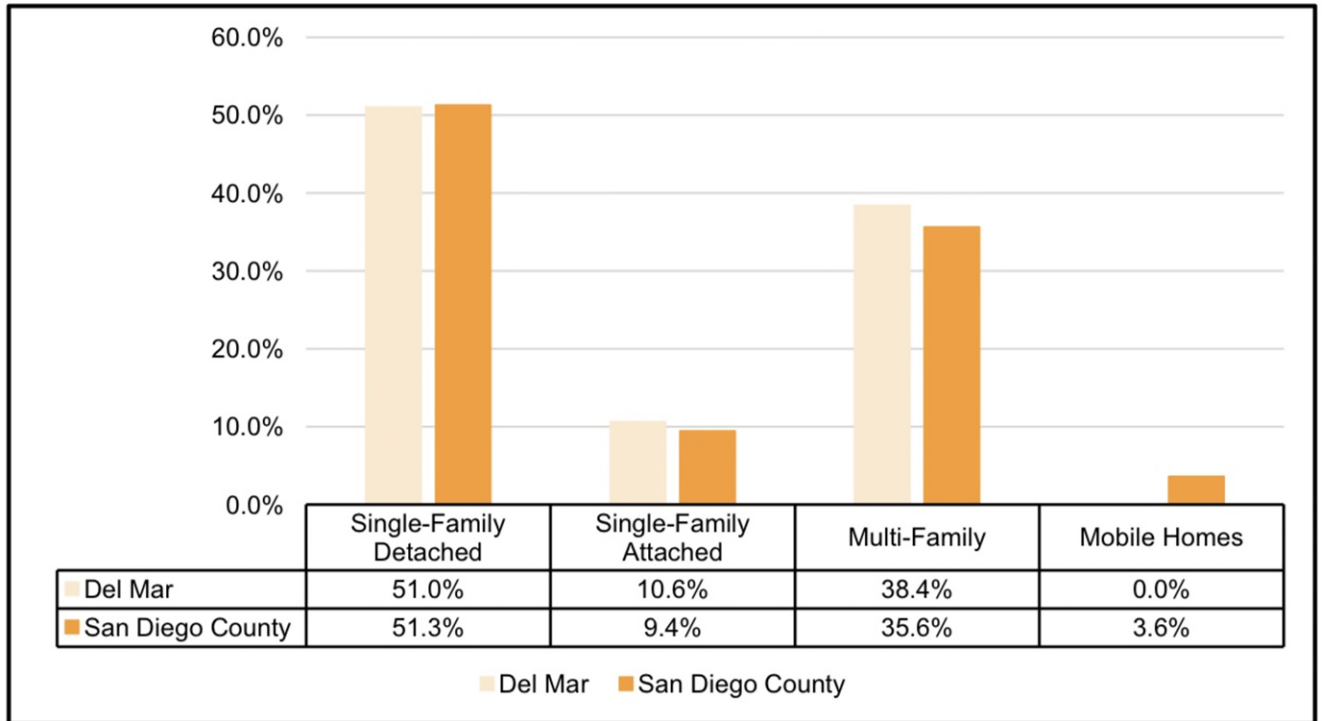


Continue

tripadvisor.com

Exhibit 6: Del Mar multifamily housing stock totaling 49% including apartment buildings, condo complexes and attached units of duplexes, triplexes, and townhouses in which STRs are either prohibited or severely restricted.

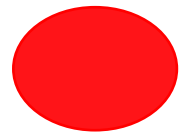
**Figure 2-4: Type of Housing Unit in Del Mar (2017)**



Source: American Community Survey, (2013-2017).

**Leslie Carrillo**

---



**From:** Ashley Jones  
**Sent:** Friday, January 30, 2026 11:56 AM  
**To:** City Clerk Mail Box  
**Subject:** Fwd: red dot to item # 11--digging of hazardous holes in the beach on the 2/3/26 calendar

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Begin forwarded message:

**From:** Daniel Crabtree <daniel.crabtree.esq@gmail.com>  
**Date:** January 30, 2026 at 11:08:47 AM PST  
**To:** John Spelich <john4delmar@gmail.com>, Dan Quirk <dquirk@gmail.com>, "Terry TG. Gaasterland" <gaasterland@gmail.com>, Ashley Jones <ajones@delmar.ca.us>, tmartinez-delmar.ca.us@shared1.ccsend.com  
**Subject:** red dot to item # 11--digging of hazardous holes in the beach on the 2/3/26 calendar

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

i support the passage of the new proposed ordinance regarding the digging of hazardous holes in the beach of del mar. for too long i have witnessed the digging of huge holes on the beach ---so large they would swallow a vw bug. i have seen beach maintenance full pickup trucks fall into these holes and need to be dragged out with a tractor. people and dogs can fall into these holes at night and break legs or worse. the danger of these holes is dramatic and the passage of this new ordinance will help solve a huge problem and keep people and dogs safe. thank you

--

DANIEL B. CRABTREE  
140 25th st.  
del mar calif 92014

TEL 858-793-6673

## Robert Silva

---



**From:** Ashley Jones  
**Sent:** Saturday, January 31, 2026 8:57 AM  
**To:** City Clerk Mail Box  
**Subject:** Fwd: New ordinance. Red dot #11

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Sent from my iPhone

Begin forwarded message:

**From:** Robin Crabtree <robincrab@icloud.com>  
**Date:** January 30, 2026 at 4:15:32 PM PST  
**To:** Ashley Jones <ajones@delmar.ca.us>, Tracy Martinez RN <tmartinezrn@lapbypass.com>, dan crabtree <daniel.crabtree.esq@gmail.com>, Terry Gaasterland <terrygaasterland@knowledgeforthevote.org>, John Spelich <john4delmar@gmail.com>  
**Subject:** **New ordinance. Red dot #11**

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Thank you addressing this problem. As a resident near the beach and daily beach walker these holes are so dangerous! Thankfully no one has had any injuries? The holes that these pictures show were 6 feet plus deep and at least 5 feet wide. If you fall in there was no way of getting out!!

“You dig it you fill it!”

It actually my grandson who lives in Redondo Beach who told me that a lifeguard in LA came to him and told him he could not go more than 3 feet deep and had to fill it before he left.

It would probably help with enforcement if a small specific sign is posted at all beach entrances ... not on the big sign....will get lost. Thank you so much... good timing before spring breaks starting in March

Again thank you

Robin crabtree

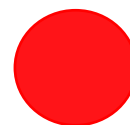
140 25 th st



Sent from my iPhone



# City of Del Mar Memorandum



TO: Honorable Mayor and City Councilmembers

FROM: Maggie Jones, Management Analysis  
Jon Edelbrock, Director of Community Services  
Via Ashley Jones, City Manager

DATE: February 2, 2026

SUBJECT: Staff Red Dot for Item 11: Introduction of an Ordinance Amending Del Mar Municipal Code Section 8.04 to Regulate the Digging of Hazardous Holes on the Public Beach

---

Staff have identified a administrative numbering error following the publication of the Agenda Report and Ordinance amending Del Mar Municipal Code to regulate the digging of hazardous holes on the public beach.

The language below taken from page 1 is incorrect:

~~AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF DEL MAR,  
CALIFORNIA, ADDING CHAPTER 8.04.095 TO THE DEL MAR  
MUNICIPAL CODE REGULATING THE DIGGING OF HAZARDOUS  
HOLES ON THE PUBLIC BEACH~~

This should be corrected to:

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF DEL MAR,  
CALIFORNIA, ADDING CHAPTER 8.04.100 TO THE DEL MAR  
MUNICIPAL CODE REGULATING THE DIGGING OF HAZARDOUS  
HOLES ON THE PUBLIC BEACH

Additionally, the language below, taken from page 1, Section 2 of the Ordinance is incorrect:

~~That a new chapter 8.04.095 be added to the Del Mar Municipal Code as follows:~~

~~**Chapter 8.04.095 – Digging of Hazardous Holes on a Public Beach**~~

This should be corrected to:

That a new chapter 8.04.100 be added to the Del Mar Municipal Code as follows:

**Chapter 8.04.100 – Digging of Hazardous Holes on a Public Beach**

If introduced by the City Council, the Ordinance should be introduced as amended.