



City of Del Mar Agenda Report

TO: Honorable Mayor and City Councilmembers

FROM: Kaitlyn Elliott-Norgrove, Special Projects & Programs Manager
Clem Brown, Assistant City Manager
Via Ashley Jones, City Manager

DATE: August 18, 2025

SUBJECT: Approval of Updated Public Furniture Donation Program

REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council adopted a Resolution approving updates to the City's Public Furniture Donation Program (Attachment A).

BACKGROUND:

Since at least 1987, the City has accepted private donations for public furniture throughout the City to recognize and memorialize individuals, groups, or historical figures with a connection to Del Mar. The Public Furniture Donation Program (Program) provides donation opportunities to the public and financially supports the long-term preservation and maintenance of the City's public furniture assets. These donations contribute to the enjoyment of Del Mar's public spaces, preserve the visual character of the community, and ensure ongoing and timely maintenance of City-owned public furniture.

The Public Works Department has managed administration of the Program for the past 15 years, which includes coordinating with current and potential donors, maintaining an inventory of donated items, and repairing all the public furniture assets in the City's parks and beaches. The public benches in the downtown area have been administered and maintained by the Del Mar Village Association (DMVA), as discussed further in this report.

In 2013-2014, staff worked on a draft policy to update the Program, but the draft policy was never agendized for City Council consideration. Similarly, the Parks and Recreation Committee explored an updated process for replacing public furniture in 2014; however, nothing was ever formally recommended by the Committee to staff or the Council for consideration.

Historical Role of DMVA

DMVA has played a key role in improving the public space of downtown Del Mar through its stewardship of the well-known Trio benches at the north end of Camino Del Mar and

City Council Action:

Council adopted Resolution 2025-31, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA APPROVING UPDATES TO THE CITY'S PUBLIC FURNITURE DONATION PROGRAM," approving updates to the City's Public Furniture Donation Program, on consent.

15th Street. In 2012, DMVA successfully fundraised to purchase and install 15 Trio benches, which have since become a signature feature of the downtown area. Over the past 13 years, DMVA has maintained the benches, plaques, and the ongoing relationships with all original donors, ensuring continued community support and involvement with the project.

During the downtown streetscape improvements in 2018, DMVA actively helped select and identify the best locations for the new Wells Concrete Works benches, tables, and chairs, further boosting the vibrancy and comfort of the downtown area. Additionally, in 2022, DMVA replaced all plaques on the Trio benches, preserving the legacy of the donors and DMVA's commitment to maintaining the quality and look of downtown Del Mar's public spaces.

DISCUSSION/ANALYSIS:

Since 2024, the Program has been on hold to allow staff to perform a comprehensive analysis and make recommendations to streamline program management and improve the donor experience. Since the Program's inception, there has been significant public interest to participate in the Program. However, under the Program's current structure donation term limits were not established, which has resulted in little donor turnover, fewer donation opportunities, and a sizeable waitlist of interested parties. In many cases, individuals have maintained their donation plaques on public furniture for decades. As of August 2025, there are 125 potential donors on the waitlist.

For these reasons, staff is proposing to revise the Program to provide clearer guidelines for implementation by the City Manager's Office and Public Works Department. These improvements should increase opportunities for private donors to sponsor public furniture and stabilize associated administrative and maintenance costs associated with Program implementation. Staff thoroughly researched the furniture donation policies of other cities in San Diego County and elsewhere in the state, and the Program updates described below are consistent with other municipalities' best practices.

Key Updates

- The Program will now include all city-owned public furniture, including the donated benches in the downtown area that have been previously administered and maintained by DMVA. DMVA will share all necessary information with City staff to ensure a smooth transition, and current DMVA donors will be notified of the Program changes.
- The Program will include donation opportunities for City-owned benches, chairs, tables, picnic tables, and water bottle filling stations/drinking fountains. Other types of furniture may be eligible with approval by the City Manager.

- The initial phase of the updated Program would only offer donation opportunities for City-owned furniture assets at existing locations. New public furniture locations may be considered in a subsequent Program phase.
- Donations will be for 10 years or the end of the asset's useful life, whichever comes first. Donors may sponsor only one piece of furniture at a time, and they cannot automatically renew their donation at the end of their 10-year donation term. The guidelines will ensure that parties on the waitlist have a reasonable opportunity to eventually sponsor a piece of public furniture.
- The City Manager's Office will administer the Program, and the Public Works Department will oversee the installation and maintenance of City-owned furniture.
- Plaques recognizing the donors will be consistent, follow clear guidelines, and conform with the City's approved branding guidelines.

A detailed overview of the Program along with the required donor application and agreement are also included as Exhibit A to Attachment A of this report.

Donor Costs

As in the past, Program donors will be required to pay all costs associated with the public furniture asset that will be sponsored by their donation. Staff will provide donors with current costs at the time of the donation. It is important to note that the fees paid by the donor are considered to be a donation to the City and in no way entitle the donor to any full or partial ownership of the public furniture asset. All donated furniture assets are owned and maintained by the City.

Donation cost estimates for existing public furniture have been updated to reflect administration costs, ongoing maintenance expenditures, and plaque costs (including shipping and installation). To simplify the cost to the donor, a one-time fee of 10% will be charged to cover administration and maintenance costs for the 10-year term of the donation. In certain cases, a furniture asset may require replacement at the time of a donation due to the end of its useful life or its degraded condition; in others, the asset may be in good condition and therefore not require replacement. Donors will have the opportunity to sponsor an existing furniture asset, or purchase a new, replacement furniture asset.

Program revenues will offset the City's costs to implement the Program and ensure that the City's public furniture assets are well-maintained and replaced timely. Due to factors outside of the City's control, such as inflation or potential supply chain issues, the costs identified below are estimates and subject to periodic change based on actual costs to the City.

Estimated Donor Costs for Existing Public Furniture (Includes Plaque, Administration, and 10-Years of Maintenance Costs)	
<u>Furniture Type</u>	<u>Cost</u>
Wood Composite Bench	\$750
Wood Composite Picnic Table	\$850
Trio Bench	\$1,120
Concrete Bench	\$1,000
Concrete Table	\$835
Concrete Chair	\$770
Water Fountain/Bottle Filling Station	\$1,350
Other Furniture	TBD

Estimated Donor Costs for New Public Furniture (Includes Asset Replacement Cost, Plaque, Administration, and 10-Years of Maintenance Costs)	
<u>Furniture Type</u>	<u>Cost</u>
Wood Composite Bench	\$2,950
Wood Composite Picnic Table	\$3,500
Trio Bench	\$5,095
Concrete Bench	\$4,435
Concrete Table	\$3,500
Concrete Chair	\$3,170
Water Fountain/Bottle Filling Station	\$6,250
Other Furniture	TBD

Market Cost Comparison

In Carlsbad, donors may sponsor existing benches for a contribution ranging from \$1,200 to \$2,000. Memorial plaques are available for an additional cost. The City of Rocklin assesses a fee of \$3,200 for new park benches. In La Mesa, benches may be donated for \$2,500 and picnic tables for \$4,500.

Next Steps

The goal of the Program update is to streamline and make the donation process more efficient for both staff and members of the public. If the City Council approves the Program updates described above by adopting the proposed Resolution (Attachment A), the Public Works Department will complete an inventory and condition assessment of all public furniture assets, and the City Manager’s Office will begin outreach to current donors and interested parties on the waitlist. Communication to existing and prospective donors on the waitlist will provide updated Program information, explain changes that may affect existing donors, and confirm parties’ interest in donating.

FISCAL IMPACT:

There is no fiscal action to be taken by the City Council related to this agenda item.

ENVIRONMENTAL IMPACT:

The proposed City Council action does not constitute a “project” under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Section 15378 because it will not have a potential to result in a direct or indirect physical change in the environment and is, therefore, not subject to CEQA. No further action under CEQA is required.

NEXUS TO CITY COUNCIL GOALS AND PRIORITIES:

The Furniture Donation Program was a Tier 3 City Council priority for FY 2024-2025.

ATTACHMENTS:

Attachment A – Resolution Approving the Public Furniture Donation Program
Exhibit A to Attachment A - City of Del Mar Public Furniture Donation Program
Overview, Donor Application, Donor Agreement

RESOLUTION NO. 2025-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA APPROVING UPDATES TO THE CITY'S PUBLIC FURNITURE DONATION PROGRAM

WHEREAS, since at least 1987, the City of Del Mar has accepted private donations for public furniture throughout the City; and

WHEREAS, residents of and visitors to the City have been interested in recognizing and memorializing individuals, groups, or historical figures with a connection to Del Mar; and

WHEREAS, the City's Public Furniture Donation Program (Program) provides donation opportunities to the public and financially supports the long-term preservation and maintenance of the City's public furniture assets; and

WHEREAS, donations received by the City through the Program contribute to the enjoyment of Del Mar's public spaces, preserve the visual character of the community, and ensure ongoing and timely maintenance of City-owned public furniture; and

WHEREAS, updates to the Program will increase opportunities for private donors to sponsor public furniture and stabilize associated administrative and maintenance costs; and

WHEREAS, Program updates are consistent with the best practices of other municipalities.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Del Mar, California, that:

1. The above recitals are true and correct.
2. The City Council hereby adopts the updated Public Furniture Donation Program included as Exhibit "A" to this Resolution.
3. The City Manager is authorized to make administrative updates to the Program as may be needed from time to time to ensure operational efficiency of the Program.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of Del Mar, California, at the Regular Meeting held this 18th day of August 2025.

Terry Gaasterland, Mayor
City of Del Mar

APPROVED AS TO FORM:

Leslie E. Devaney, City Attorney
City of Del Mar

ATTEST AND CERTIFICATION:

STATE OF CALIFORNIA
COUNTY OF SAN DIEGO
CITY OF DEL MAR

I, SARAH KRIETOR, Administrative Services Manager/City Clerk of the City of Del Mar, California, DO HEREBY CERTIFY, that the foregoing is a true and correct copy of Resolution No. 2025-XX, adopted by the City Council of the City of Del Mar, California, at a Regular Meeting held the 18th day of August 2025, by the following vote:

AYES:

NOES:

RECUSE:

ABSENT:

ABSTAIN:

Sarah Krietor, Administrative Services
Manager/City Clerk
City of Del Mar



CITY OF DEL MAR

PUBLIC FURNITURE DONATION PROGRAM

I. PROGRAM OVERVIEW

The City of Del Mar (City) Public Furniture Donation Program (Program) establishes administrative procedures for public furniture that recognize and memorialize individuals, groups, or significant historical figures with a connection to Del Mar. The Program provides donation opportunities to the public and financially supports the long-term preservation and maintenance of the City's public furniture.

II. FURNITURE DONATIONS

A plaque for each Program donor will adorn each piece of public furniture purchased with a donation. Donations contribute to the enjoyment of Del Mar's public spaces, preserve the visual character of the community, and ensure ongoing maintenance of public furniture throughout the City.

Eligible Public Furniture (Public Furniture):

- Benches
- Chairs
- Tables
- Picnic Tables
- Bottle Filling/Water Drinking Fountains
- Other City-Approved Furniture

III. REQUESTS AND SELECTION PROCESS

Program Applications (Exhibit A) are processed in the order received. Upon receipt of a Program Application, the City will add the applicant to the Program interest list and contact the applicant to provide information on the next steps in the process.

Only one piece of Public Furniture shall be dedicated to any one person, family, group, or historical person with a connection to Del Mar. The City will allow one donation plaque per Public Furniture. Should the maximum number of Public Furniture allowed per donor or total opportunities available in the community be reached, the applicant will be placed on a waitlist maintained by the City and offered the opportunity to donate when available.

All Program applications must be submitted to the following mailing address or via email:

City of Del Mar
Attn: Public Furniture Donation Program
1050 Camino Del Mar
Del Mar, CA 92014
citymanager@delmar.ca.us

IV. LOCATIONS

All Public Furniture to be purchased and placed under this Program will be located within City limits at approved, existing locations as determined by the City and will be available for public use. Given the limited availability of donation locations, requests for specific locations and Public Furniture will be considered but not guaranteed. New Public Furniture locations will not be considered. The City will make the final determination of a donation following receipt of a Program Application.

Once purchased, the donated Public Furniture will belong to the City, not the donor. While unlikely, the City has the right to relocate, replace, or remove any Public Furniture if needed, whether due to unforeseen circumstances or for any other purpose. If donated Public Furniture needs to be moved, the City will attempt to notify the donor in advance as a courtesy. The proceeds furnished by the Public Furniture donor are considered to be a donation to the City, and in no way entitle the requestor to any full or partial ownership of the City-donated Public Furniture or land thereof. Each donated piece of Public Furniture is fully owned by the City of Del Mar. Donors must acknowledge that the donated Public Furniture will be open and available for public use consistent with City policies and ordinances.

V. PLAQUE SPECIFICATIONS

The City will provide and install the donation plaques on donated Public Furniture, which will be of a pre-approved style and design that meets City brand and logo guidelines. Plaques are purchased from the City's plaque vendor after the City approves an application and receives the required donation associated with the Program. Donors will not be permitted to include other types of plaques on the furniture.

Plaque Inscription Requirements

- 100-alpha-character max (including spaces)
- No pictures
- No religious or political language
- No symbols or codes
- No quotes

Plaque Language Examples:

- In memory of Jane Doe
- In memory of Jane Doe and John Doe
- Honoring Doe Family
- Donated by Business X

VI. FEES AND AGREEMENT

After being approved to donate and assigned a piece Public Furniture with a specified location, the donor will be required to pay up-front for the administration, purchase, and installation of the Public Furniture donation and related plaque. The donation amount will be based on the current market rate cost of the Public Furniture to be donated and related administration and installation costs. Donation costs will be evaluated and adjusted annually to account for inflation and other cost increases and shared with the donor at the time of donation.

Del Mar Public Furniture Donation Program

Should the donor not provide these funds in a reasonable timeframe stipulated by City staff, the City may elect to rescind the donated Public Furniture approval and place the donor back on the Public Furniture waiting list. The City may also elect to remove their request entirely from the applicable donated Public Furniture waiting list and eliminate their request from future consideration.

Donors must also sign a Program Agreement (Exhibit B) with the City of Del Mar.

VII. TERM OF DONATION

Donations will be made for a 10-year period or the useful life of the Public Furniture, whichever comes first (Donation Term).

At the conclusion of the Donation Term, donors will be notified that their plaque is being removed from the Public Furniture and will have the option to keep the plaque. Donors must pick up plaques within 30 days of the conclusion of the Donation Term. Otherwise, the plaque will be recycled by the City.

Given the high level of public interest in participating in the Program, donors will not have the first right of refusal to continue donating toward the replacement of Public Furniture in the same location. If donors are interested in continuing to participate in the Program, they will be placed on the waitlist and contacted when there is another opportunity to donate.

All Public Furniture donated prior to the original adoption of this Program will fall under these terms and conditions effective immediately after the implementation of this Program. If the term of the original donation has expired, or the useful life of the Public Furniture has been reached, the City may remove the existing donor plaque or withdraw the Public Furniture from the inventory eligible for donation.

Donations to the Program may be tax deductible, which will need to be determined by individual donors and their tax advisors. The City is unable to advise on this.

EXHIBIT "A"
CITY OF DEL MAR PUBLIC FURNITURE DONATION PROGRAM
APPLICATION

Date: _____

Name of Person(s) to be honored: _____

Donor Name: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Secondary Contact Name: _____

Phone: _____ Email: _____

Preferred Furniture, Location & General Comments:

Proposed Dedication Inscription (*100-character limit, including spaces*):

I have reviewed the City of Del Mar Public Furniture Donation Program and understand and agree to the terms.

Donor Signature

Date

EXHIBIT "B"
THE CITY OF DEL MAR PUBLIC FURNITURE DONATION PROGRAM
DONOR AGREEMENT

This City of Del Mar Public Furniture Donation Program Agreement ("Agreement") is entered into this ____ day of _____, 2025, by and between the City of Del Mar ("City") and _____ ("Donor"), together herein referred to as the ("Parties"), and sets forth the terms and conditions under which the City shall facilitate the acceptance of a donation for a piece of Public Furniture funded by Donor.

1. COSTS AND FEES. Donor agrees to provide the City an up-front, pre-determined donation for a chosen piece of Public Furniture upon signature of Agreement. The donation will cover the administration, purchase, and installation of the donation plaque (with a maximum of one hundred [100] characters of text, including spaces, designated by the Donor and approved by the City), cost of new furniture item, if applicable, and maintenance of the furniture as needed over a ten (10) year term.

1.1 Instructions. Complete and sign the Agreement. Send a check in the amount of \$ _____, payable to the City of Del Mar, 1050 Camino Del Mar, Del Mar, CA 92014, Attn: Public Furniture Donation Program.

2. LOCATION. The piece of donated Public Furniture will be placed at _____. The Donor understands and agrees there is no guarantee that the Public Furniture will remain at this location. While unlikely, the City has the right to relocate the Public Furniture, if necessary, whether due to unforeseen circumstances or for any other purpose.

3. INSTALLATION AND MAINTENANCE. The City agrees to install and maintain the donated Public Furniture and related donation plaque.

4. TERM OF DONATION. The term of the donation will be for a period of ten (10) years or the useful life of the donated item, whichever comes first. The term of the donation may not be extended.

5. REMOVAL AND/OR REPLACEMENT. City retains the right to remove Public Furniture at any time for any purpose. If Public Furniture removal is required due to deterioration, vandalism, or any other cause, the decision to replace or relocate the furniture will be at the City's sole discretion.

6. OWNERSHIP. Donor shall acquire no right, title, or interest in the donated Public Furniture or location beyond that expressly identified in this Agreement and incorporated documents. Donor acknowledges and understands that the donated Public Furniture will be open and available for public use consistent with City policy and practices. Donors shall have the option to obtain their plaque within 30-days following the conclusion of the term of their donation. If not obtained within 30-days, the City retains the right to recycle the plaque.

7. CALIFORNIA LAW AND VENUE. This Agreement shall be governed exclusively by California law.

8. SEVERABILITY. Each provision of this Agreement is independent, separate, and divisible. If any provision of this Agreement is found invalid, unenforceable, or contravening any applicable federal or state law or regulation, such provision shall be deemed not to be a part of

Del Mar Public Furniture Donation Program

this Agreement. It shall not affect the validity or enforceability of the remaining provisions. Nothing in this Agreement shall be construed to require the commission of any acts contrary to law. Wherever there is a conflict between any provision of this Agreement and any present or future law or regulation, such provision shall be limited to the extent necessary to make it comply with such law or regulation.

9. ENTIRE AGREEMENT. This Agreement and the documents incorporated by reference represent the entire agreement among and between the Parties concerning the subject matter set forth above. Donor expressly agrees that, except as outlined in writing in this Agreement, there are no other obligations or duties on the part of the City concerning the donated furniture.

10. MODIFICATION. This Agreement may not be modified orally or in any manner except by written agreement by the Parties or by their respective successors in interest.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement the day and year first hereinabove written.

CITY OF DEL MAR

DONOR

By: _____
Ashley Jones, City Manager

By: _____
[Insert Donor Name]