

SHORES PARK
THE CITY OF DEL MAR

DISCOVER
EXPLORE
ENVISION

“DISCOVER” PHASE

Date: July 10, 2015

By: Schmidt Design Group, Inc.

Project Name: Shores Park Master Plan

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WITH ENVIRONMENTAL SENSITIVITY

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0 TABLE OF CONTENTS

1. Introduction.....	3
2. Applicable Planning Documents.....	4
2.1 City of Del Mar Community Plan	
2.2 City of Del Mar Municipal Code	
2.3 City of Del Mar Landscape Development Guidelines	
2.4 Camino Del Mar Streetscape Plan	
2.5 Del Mar Foundation Use Agreement	
2.6 Winston School Lease and Memorandum of Understanding	
3. Existing Facilities Assessment.....	7
3.1 Parks and Community Centers	
3.2 Existing Recreation Programs and Services	
3.3 Public/Private Partnerships	
3.4 Maintenance and Operations for Parks and Recreations Facilities	
4. Site Inventory and Analysis.....	11
4.1 Site History	
4.2 Site Analysis	
4.3 Architectural Assessment of Del Mar Community Building	
5. Community Outreach.....	15
5.1 Shores Advisory Committee	
5.2 Community Survey	
5.3 Interest Group Interviews	
5.4 Informal Pop-up Tent Events	
5.5 Community Workshop #1	
6. Summary of Findings.....	27
6.1 Guiding Principles	
6.2 Potential Amenities	

APPENDIX

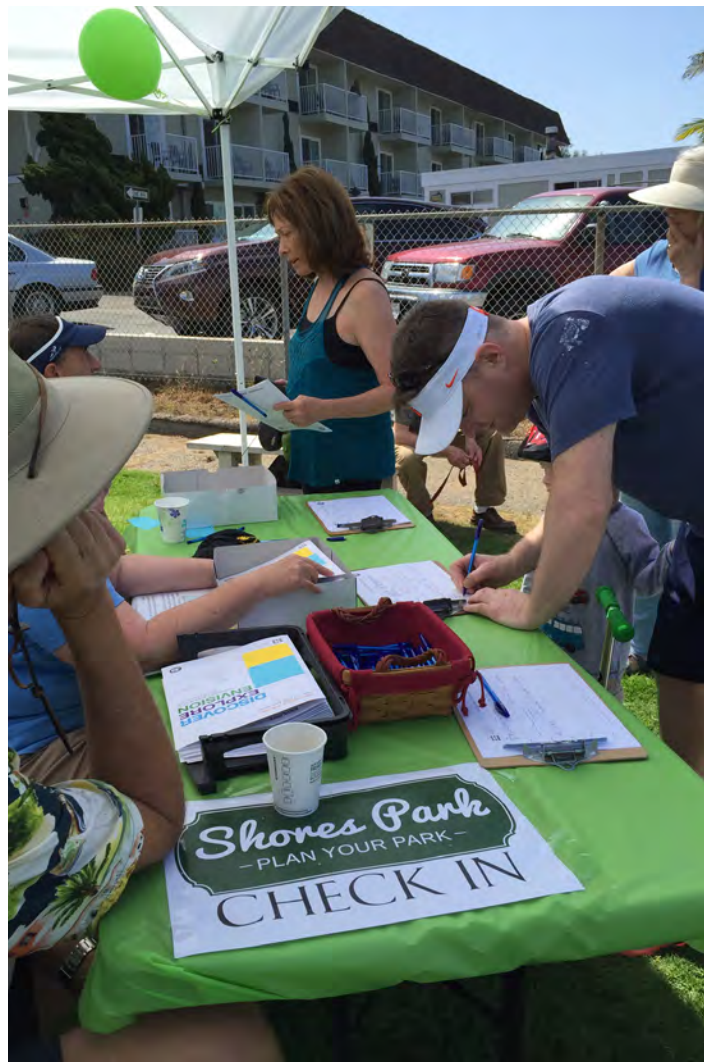
- A. Community Survey
- B. Architectural Building Assessment Report

1 INTRODUCTION

The City of Del Mar has taken the first step in developing a new master plan vision for the 5.3 acre Shores Park site, located southwest of the Camino Del Mar and 9th Street intersection. The first phase of this master plan effort, termed “Discover,” includes extensive research, data collection, and community engagement.

This document provides a summary of the first steps in the Shores Park Master Plan process and includes a review of applicable planning policy documents, an assessment of existing facilities, a site inventory and analysis, community outreach, and the development of guiding principles.

Ultimately, the goal of the research and community outreach is to establish a foundation of knowledge which the City and design team can utilize in future phases of the master planning effort. From this effort, program elements and master plan alternatives will be developed. Next steps in the master planning process include continued community engagement, case study exploration, a refined park program, and master plan alternatives. This effort will culminate with the development of a preferred Shores Park Master Plan with supporting recommendations for budget, implementation, and management.



Community Workshop #1, “Plan Your Park” Event
Image by City of Del Mar

2 APPLICABLE PLANNING DOCUMENTS

The following includes an analysis of City planning documents and their relevance to the Shores Park Master Plan effort.

2.1 City of Del Mar Community Plan

The City of Del Mar Community Plan (synonymous with “General Plan”), contains land use policy and is intended to be used to guide community development. The plan also outlines the review process for approvals and permitting. The plan includes policies to achieve the City’s goals and objectives, such as: prudent use of water resources, limit building height to two stories in all residential areas, creation of viewpoints, protect and enhance human scale, etc.

2.2 City of Del Mar Municipal Code

The City’s Municipal Code contains regulations pertaining to land use development standards and permitting requirements. The design of Shores Park will need to comply with all sections of the City code. This includes a requirement that Planning Commission review and make recommendations to the City Council on all proposed allowable uses and development of public parkland.

Public Facility Zone

The park site is zoned as Public Facility Zone (PF). Included in the regulations for PF Zones are building height regulations (max 26 feet), parking requirements, landscape requirements, and the requirement to abide by the Water Efficient Landscape Ordinance. In accordance Municipal Code section 30.31.060, Design Review, all development in the PF Zone shall be subject to design review by the Design Review Board. The design, scale, height, bulk, coverage, and exterior appearance of all structures shall be in harmony with neighborhood character and development on nearby lots. Design considerations shall include the preservation of privacy on neighboring residential properties. In reviewing development proposals in the PF Zone, the Design Review Board shall also consider a project’s potential impact on the preservation of views to the ocean from both public and private lands.

Parking

The Parking Ordinance, Chapter 30.80, does not identify specific parking requirements for parks or open space and charges the Planning Commission to make a final determination of required number of parking spaces. Potentially applicable parking ratios include ratios for auditorium, meeting mall, museum, office, K-6/JR School, high school, recreation

facility, pool, and/or game courts. The lower parking lot is currently shared between the Winston School and the park. Continued shared parking should be evaluated in the Park Master Plan.

Protected Trees

In accordance with Municipal Code section 23.50.010, subsection C, the species Torrey Pine, and the species Monterey Cypress are of particular significance to the City, and should therefore be protected to conserve the environmental qualities of the City.

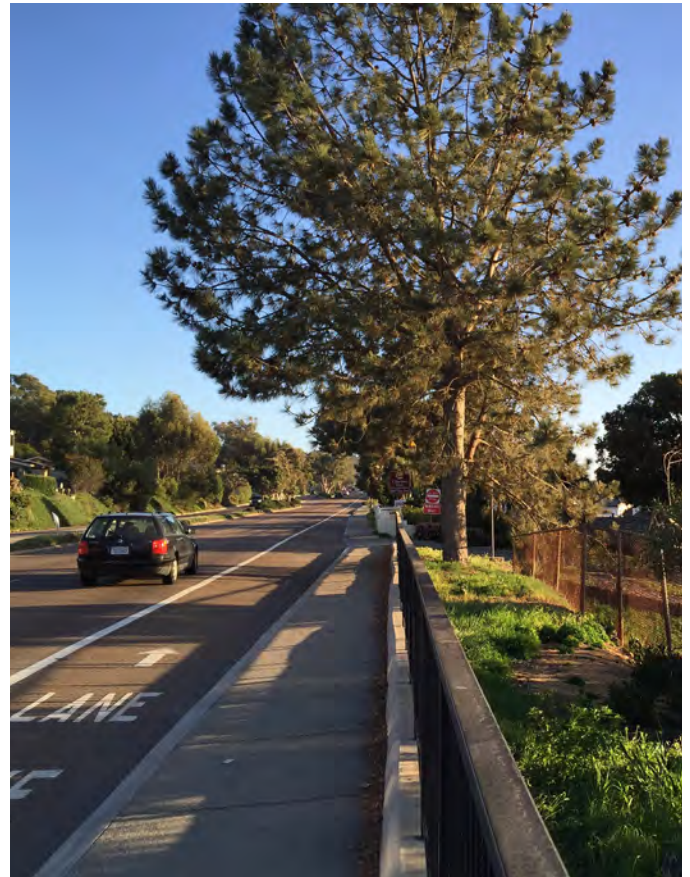
2.3 City of Del Mar Landscape Development Guidelines

The Landscape Development Guidelines include specific landscape design principles and elements that should be incorporated into the Shores Park Master Plan design. The Landscape Design Guidelines are based on the following six (6) objectives:

- Preserve natural features, including existing native plant materials.
- Preserve and enhance existing views.
- Protect the safety of the residents of Del Mar.
- Conserve precious resources, notably water.
- Vitalize the downtown commercial area.
- Clarify processes and requirements for landscape development within the City.

2.4 Camino Del Mar Streetscape Plan

Published in 1996, this study examines a three mile length of Camino Del Mar from Via de la Valle to its termination near Carmel Valley Road. The study identifies opportunities to preserve and enhance the qualities that the people of Del Mar hold dear. The opportunities include elements such as preserving



Torrey Pine trees are of particular significance to the City of Del Mar and should be protected

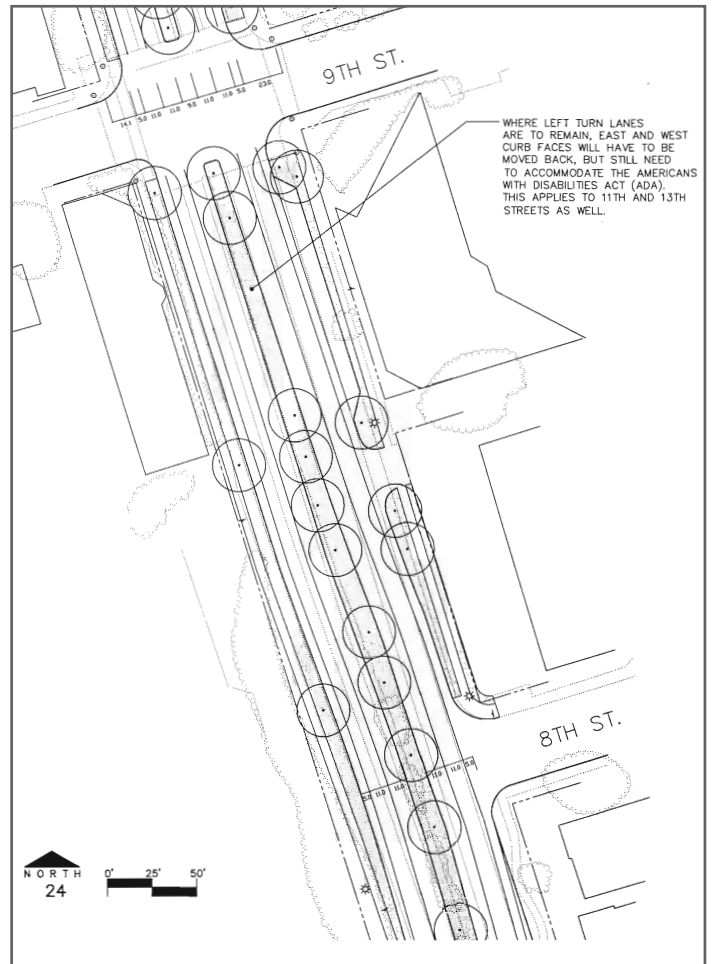


A mature Torrey Pine tree is located adjacent to the Community Building

Torrey Pine trees, creating scenic view corridors, and incorporating pedestrian improvements. The study also includes an overall shrub and groundcover plant list and provides recommendations for street tree locations along the portion of Camino Del Mar adjacent to the park site.

2.5 Del Mar Foundation Use Agreement

Located at 225 9th Street in Del Mar is a City-owned office facility, known as the Del Mar Community Building, which is approximately 1,831 square foot in size. The City has entered into a two-year long use agreement with the Del Mar Foundation (commencing in September 2014). The Del Mar Foundation is responsible for coordinating the use of the facility by the Del Mar Community Connections (DMCC) and other non-profits organizations that provide valuable public service functions to the residents of Del Mar.



Street Tree Planting Plan per Page 24 of the Del Mar Streetscape Plan

2.6 Winston School Lease Agreement and Winston School Memorandum of Understanding

The 1.8 acre school site is a City-owned property with a 55 year lease to the Winston School (commencing in 2008). Required as part of the lease agreement, Winston School must achieve all “Redevelopment Milestones” by the respective “Milestone Deadline” as defined in the lease document. The final “Milestone Deadline” is December 31st 2027 indicating the completion of the redevelopment process. The City is required to provide an open turf space for the school’s recreation needs as a part of the lease agreement.

Botanical Name	Common Name
Groundcovers	
Arctostaphylos ‘Carmel Sur’	Prostrate Manzanita
Baccharis pilularis ‘Twin Peaks’	Prostrate Coyote Brush
Ceanothus G. ‘Yankee Point’	California Lilac
Eriogonum fasciculatum ‘Dana Point’	Prostrate California Buckwheat
Fragaria chiloensis	Beach Strawberry
Salvia ‘Pt. Mugu’	Sage
Shrubs	
Arctostaphylos ‘Howard McMinn’	Manzanita
Ceanothus maritimus	Maritime Ceanothus
Eriogonum cinerium	Ashy Leaf Buckwheat
Rhamnus Californica ‘Eve Case’	Coffeeberry
Rhus integrifolia	Lemonadeberry
Ribes speciosum	Fuschia Flower
Ribes viburnifolium	Evergreen Currant
Perennials and Grasses	
Aloe species	Aloe
Armeria maritima	Sea Thrift
Artemesia pycnocephala ‘David’s Choice’	Sandhill Sage
Dudleya species	
Elymus condensatus ‘Canyon Prince’	Blue Wild Rye
Eriogonum grande rubescens	Pink Buckwheat
Festuca Californica	California Fescue
Galvesia speciosa ‘Firecracker’	Island Bush Snapdragon
Heuchera maxima hybrids	Alum Root
Iris douglasia hybrids	Pacific Coast Iris
Muhlenbergia rigens	Deer Grass
Verbena lilacina	Verbena

Planting Palette per Page 56 of the Del Mar Streetscape Plan

3 EXISTING FACILITIES ASSESSMENT

The purpose of this section is to document existing parks, recreation facilities, and programs in Del Mar that affect recreation programming and planning for the community. An inventory of existing parks, recreation facilities, and programs was achieved through site visits, City staff interviews, document searches, and interviews with service providers.

3.1 Parks and Community Centers

The City of Del Mar has three primary parks (Shores Park, Powerhouse Park, Seagrove Park) and one community center (Powerhouse Community Center) that are available for public use.

i. Shores Park (5.3 Acres)

Shores Park is comprised of a parking lot, landscaped area, asphalt activity area, and the Del Mar Community Building. A portion of the site (1.8 acres) is leased to The Winston School. As part of the lease agreement, The Winston School is granted non-exclusive access to the landscaped turf area during school hours. The landscaped area serves as a shared use area providing space as a dog park, youth baseball field, and multi-purpose field, each with their specific times of use. The City issues permits for youth sports practices periodically. The Del Mar Community Building has a two-year lease between the Del Mar Foundation and the City of Del Mar. The building includes a conference room, computer lab, and kitchen, and is available to the public with advance reservations. The Community Building provides office space for the Del Mar Foundation and Del Mar Community Connections with which the Del Mar Foundation has an agreement. It is primarily used by Del Mar Community Connections which provides services to mature adults. Maintenance of the majority of the landscaped areas, including the turf area, is



Ocean View from Shores Park
Image by Schmidt Design Group, Inc.

conducted by the City through a maintenance contract. Maintenance and operation of the Community Building is the responsibility of the Del Mar Foundation with portions of the grounds around the Community Building being maintained by the Del Mar Garden Club.

ii. Powerhouse Community Center

The Powerhouse Community Center is an attractive facility with views of the ocean. It has a capacity for 120 guests indoors and outdoors on two levels. The Community Center provides services to the community through private rentals, scheduling of non-profit agency activities, and co-sponsoring events. It is well maintained by the City Community Services Department through City part-time staff. It is also supervised by part-time and full-time City staff during the times that it is scheduled. It is scheduled by the Community Services Department's full time employee. The outside grounds and exterior restroom maintenance is performed through the City's Public Works Department.

iii. Powerhouse Park

Powerhouse Park is adjacent to the Powerhouse Community Center. It is a large grassy area overlooking the beach with a children's tot lot, public restroom, and two concrete walkways which lead to the beach. The park is well maintained through the City's Public Works Department. The park is open to the public and may also be reserved through the City's Community Services Department.

iv. Seagrove Park

Seagrove Park is south of Powerhouse Park and is a large grassy area overlooking the beach, without beach access. The park is well maintained through the City's Public Works Department. The park is open to the public and may be reserved through the City's Community Services Department.

3.2 Existing Recreation Programs and Services

The City of Del Mar provides recreation programs and services to the community through private rentals, scheduling of non-profit agency activities, and co-sponsoring events. As a part of the review process to determine opportunities for programming, an inventory of local services and programs provided by non-profits was compiled.

i. Del Mar Foundation

The Del Mar Foundation (DMF) is a 501(c)(3) nonprofit organization that sponsors and conducts a



Powerhouse Park
Image by www.sandiegoville.com

number of events for the community. These include the popular Summer Twilight Concert Series conducted at the Powerhouse Community Center and Park, the First Thursday Performances, and the DMF Talks held at the Powerhouse Community Center. The Foundation also provides special events for children in the community such as Family Bingo Night, Easter Egg Hunt, Fancy Nancy Night, and more.

- ii. Del Mar Community Connections
Del Mar Community Connections is a 501(c)(3) nonprofit organization that sponsors and conducts a number of events for the community primarily for mature adults. Many of the activities are conducted at the Del Mar Community Building but are also scheduled at other locations including the Powerhouse Community Center, the County Library, and the City Hall Annex. Some of the activities provided include Brain Fitness, computer training, Tuesday Lunch Connections, specialty classes, services and presentations, bridge and mahjong at the Community Center, and shopping and grocery trips with transportation provided by DMCC's shuttle.
- iii. City of Del Mar Community Services offers concessions for summer camps such as junior lifeguarding, surf camps, as well as general surf classes. They also partner with the San Dieguito Unified High School District Adult School for exercise held at the Powerhouse Community Center.



The City of Del Mar has a formal lease agreement with The Winston School that utilizes a portion of Shores Park
Images by Schmidt Design Group, Inc.

3.3 Public/Private Partnerships

The City of Del Mar has a formal lease agreement with The Winston School that utilizes a portion of Shores Park (primarily the school buildings). The City also has an Interim Use Agreement for two years with the Del Mar Foundation for the Foundation's use of the Del Mar Community Building located at Shores Park. In turn, the Del Mar Foundation has an agreement with Del Mar Community Connections for their utilization and scheduling of programs for the Del Mar Community Building.

3.4 Maintenance and Operations for Parks and Recreation Facilities

The Powerhouse Community Center and park facilities in Del Mar are well-used and busy centers of activity throughout the week, especially on the weekends. The parks and Community Center are well maintained and exceed most community standards. They are operated and maintained in an efficient manner.

The City Public Works Department utilizes contracted landscape maintenance services combined with supplemental part-time employees for the parks, grounds, and beaches. They have a City staff member that supervises these operations. This is an efficient and cost effective way of providing maintenance services, particularly limiting the need and related costs for City staffing. The Community Services Department similarly utilizes part-time staff for custodial services and also for supervision along with full-time staff during times that the Community Center is scheduled. They have a City staff member that coordinates these operations and also schedules the Community Center and the parks. This also is an efficient and cost effective approach to providing maintenance and operations for the Community Center, although recruitment and retention of part time staff is sometimes difficult.

The City of Del Mar adequately maintains and operates the existing parks and the Community Center. The additional resources and costs associated with the proposed improvements to Shores Park will be evaluated and reported during future phases of the master-planning effort.



The turf area serves as a shared use dog park with specific times of use
Image by Schmidt Design Group, Inc.

4 SITE INVENTORY AND ANALYSIS

4.1 Site History

- The Shores property was first the site of the original Del Mar train station from the late 1800s through the early 1900s.
- The property was then acquired in 1906 by the South Coast Land Company led by partners Col. Ed Fletcher, William G. Kerckhoff, and others.
- Kerckhoff's company eventually took title and, in 1946, conveyed it to the struggling Del Mar Unified School District (DMUSD) with the deed restriction that the property be used for "school purposes only." This restriction included a prohibition against commercial or residential development.
- In 1988, a portion of the property was leased to the private Winston School.
- In 2005, a group of concerned community leaders formed The Friends of Del Mar Parks (a certified 501(c)(3) tax exempt, non-profit California corporation) and joined together with Winston School families to help raise funds to contribute toward purchasing the land.
- In 2007, the park was purchased by the City of Del Mar for \$8.5 million with a combination of private fundraising proceeds and public City funding.



The old California Southern Railway station on the SE corner of 9th Street and Stratford Court
Photo Courtesy of the City of Del Mar Historical Society

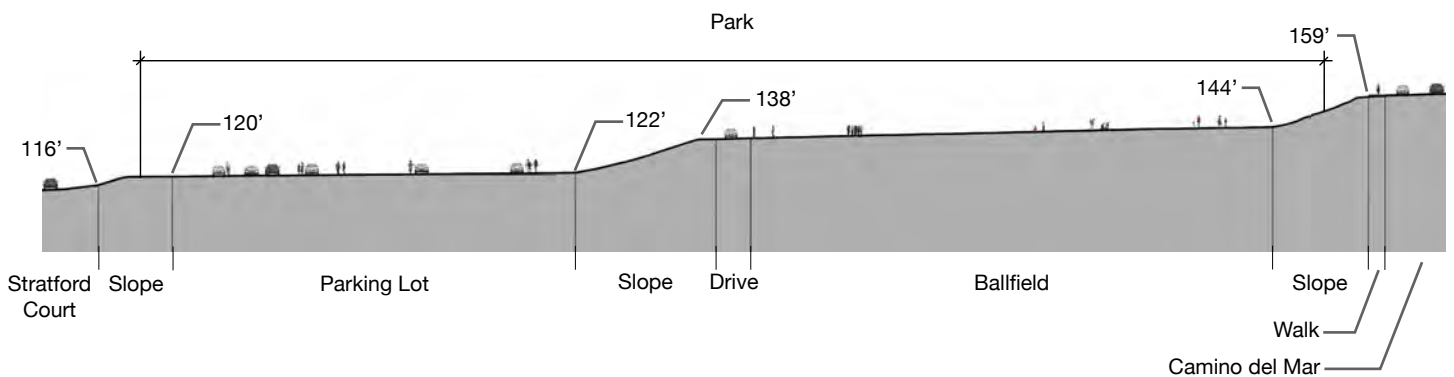
4.2 Site Analysis

Shores Park is located southwest of the Camino Del Mar and 9th Street intersection in the City of Del Mar. Parking options include on-site parking areas and off-site street parking. Alternative transportation includes North County Transit District bus line 101 with stops in the north and south direction at 9th and Camino Del Mar. Additionally, designated bike lanes exist in the north and south directions along Camino Del Mar.

The Shores Park property has a terraced landscape along a dramatic hillside with views to the Pacific Ocean. Change in elevation between terraces is approximately 15 feet with an overall grade differential of approximately 30 feet. Many notable views to the Pacific Ocean were inventoried.

Existing park amenities include a turf field and backstop, multi-use court area, landscaped areas, parking lots, and a Community Building. The landscaped areas include several mature trees, including a large Torrey Pine near the Community Building. Based on initial on-site observation, stormwater is directed off-site via daylighted cobble-mortar storm culverts. Along 9th Street, adjacent to the northern boundary of the site, an existing deep swale carries stormwater off-site. Drainage also enters the park on the second terrace and flows down the existing on-site drainage/driveway. An opportunity for water quality improvements was observed.

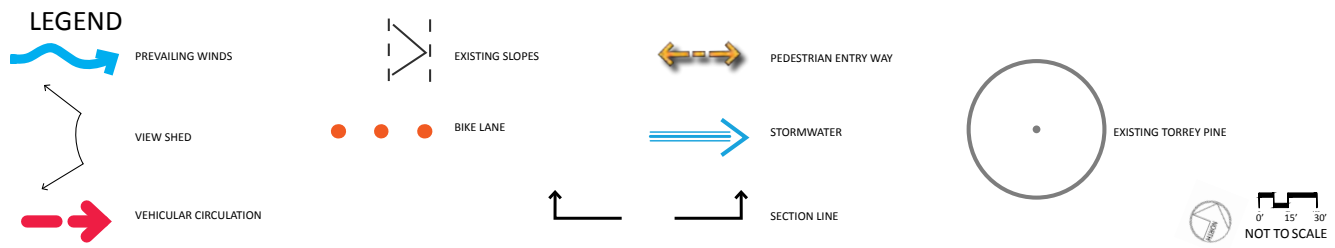
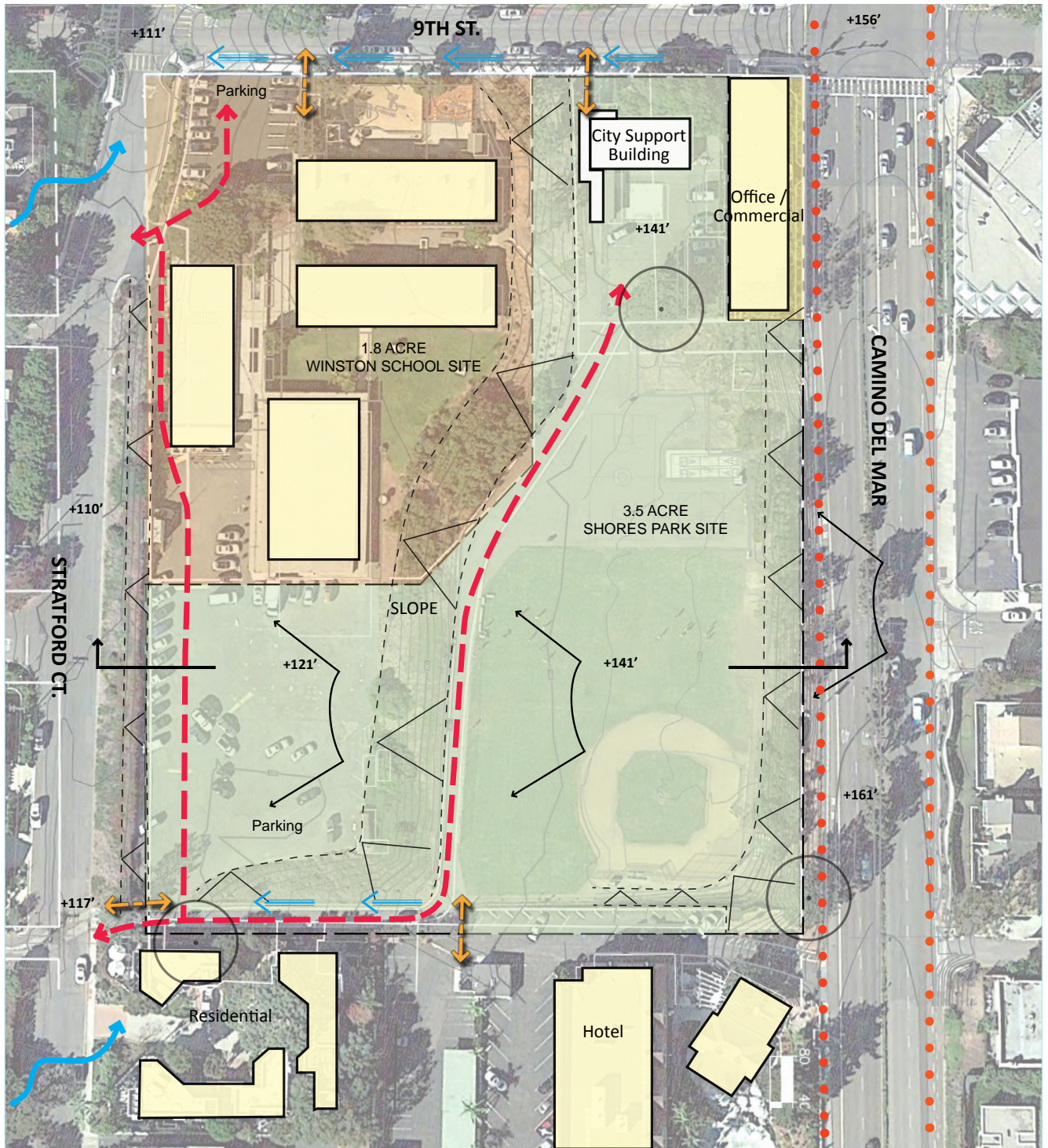
A portion of the park land (1.8 acres), is leased to The Winston School. Non-exclusive use of the parking area and athletic field during school hours is part of the lease agreement.



Section West-East, Shores Park
Not to Scale

Shores Park Site Terraces from east to west offering views to the Ocean
Section by Schmidt Design Group, Inc.

Site Analysis Plan



Site Analysis
 Graphic by Schmidt Design Group, Inc.

4.3 Architectural Assessment of Del Mar Community Building

The overall general condition of the existing building at 225 9th Street was evaluated by OBR Architecture on January 29, 2015. A full copy of the report is included in the Appendix.

The building is laid out in an 'L' configuration and is a single story. No destructive testing was performed, but the main framing system is assumed to be wood. Overall the building appears to be in good condition. The recent refurbishment concentrated on finishes and the renovation to create an accessible restroom. The stucco is free from significant cracking and there is no evidence of any substantial seismic issues. The building currently acts as the Del Mar Community Building and houses the Del Mar Foundation and the Del Mar Community Connections. The building also provides community meeting space and storage space.

It has been noted through various interest group interviews and conversations with the community that the overall layout and size of the facility limits the programs and services that are offered by the Del Mar Community Connections organization.



Del Mar Community Building,
Photo by OBR Architecture

5 COMMUNITY OUTREACH

The “Discover” phase of the Shores Park Master Plan process was structured to maximize opportunities to obtain community feedback as indicated by the Shores Advisory Committee appointed by the City Council. This included a formal community survey, interest group interviews, community pop-up events, and a “take-part” community workshop. The following is a summary of the Shores Advisory Committee role and each community outreach event.

5.1 Shores Advisory Committee

The Shores Advisory Committee (SAC) was formed to oversee the Shores Park Master Plan process. The SAC’s mission is to ensure that the process is open and inclusive. They have worked with the community, City staff, and design team to develop the Master Plan process and will continue to guide the process and provide progress updates and recommendations to City Council.

5.2 Community Survey

A community-wide survey was conducted by True North Consulting during the months of March and April 2015. Participants were asked a series of questions related to City of Del Mar park facilities, Shores Park, and their recreation preferences.

i. Community Survey Goals

The goals for the survey were as follows:

- Gather information to help inform the Shores Park Master Plan;
- Profile recreation interests and activities of Del Mar residents (adult and youth);
- Measure use and perceptions of Del Mar parks in general, as well as Shores Park in particular;
- Identify the types of amenities and improvements to Shores Park that are priorities for Del Mar residents; and
- Understand how the above may vary across subgroups.

A full copy of the community survey report is included in the appendix.



A community-wide survey was conducted by True North Research
Image by True North Research

ii. Community Survey Key Takeaways

The community survey is only one tool for gauging community interests with respect to the Shores Park Master Plan process but there are consistent themes between survey results and qualitative feedback (Community Workshop, Pop-Up Events, etc.).

Per the survey, residents are generally pleased with the safety, appearance, and overall quality of Del Mar's parks, but see opportunities to improve the variety of amenities offered.

Based on survey respondents, just one in five households have a child or teenager, but there appears to be interest in providing a variety of activities for a broad age spectrum.

Key amenities that were identified include:

Passive Recreation

- Significant interest in passive recreation amenities including walking paths, benches and sitting areas, picnic and BBQs, quiet spaces for reading, watching sunsets, meditating, etc.
- Interest in green spaces, landscaping, trees, plants, gardens, and beautification.

Open Play and Fitness Areas

- Open areas for play and informal recreation sports, but not highly programmed sports-field focused or organized athletics.
- Children's playground equipment.
- Outdoor fitness course and courts.

Indoor Facilities

- Special purpose rooms for fitness classes, yoga, dance.
- General purpose room for meetings and classes.

Off-Leash Dog Component

- Interest is creating a separated area for off-leash dog activities. Refer to the "Desired Shores Park Improvements" graph found in the survey report.

5.3 Interest Group Interviews

i. Summary

The City of Del Mar scheduled interviews with interested parties between January 2015 and May 2015. The purpose of the interest group interviews was to solicit personal small group feedback from a diverse range of interested parties at the beginning of the master plan design process. Below is a time line of interest group interviews to date:

- Jan 12, 2015 Farmers Market
- Jan 12, 2015 Garden Club Interest Group
- Jan 14, 2015 Del Mar Community Connections (DMCC)
- Jan 14, 2015 Historical Society
- Jan 14, 2015 Friends of Del Mar Parks
- Jan 14, 2015 Park & Recreation Staff
- Jan 14, 2015 Youth Sports Groups
- Jan 15, 2015 Del Mar Foundation
- Jan 22, 2015 Del Mar Village Association (DMVA)
- Jan 22, 2015 Dog Owners
- Feb 9, 2015 Parents/Young Del Mar/PTA
- Feb 19, 2015 Sustainability Advisory Board
- March 31, 2015 Adjacent Commercial Property Owners and Businesses
- March 31, 2015 Adjacent Residential Property Owners
- April 13, 2015 Winston School
- May 6, 2015 Community Services Department Staff
- May 6, 2015 Public Works Department Staff
- May 6, 2015 Youth Sports Organizations (conference call)
- May 12, 2015 Alvarado House Tour
- May 13, 2015 Clean Water Program Manager (conference call)

ii. Reoccurring Themes

From the 20 different interest group interviews, there were significant areas of overlap and reoccurring themes. They are as follows:

- Preserve Open Park Feel: Many people wanted to avoid over-programming or overbuilding the park.
- Dog Park: There were several viewpoints on the success of the current joint-use dog park. Overall, there is a desire to continue to include a grassy area for off-leash dog activity in the park that is not rigid or obviously fenced. There are a significant number of community members that advocate continued joint-use between off-leash dog activities and other park uses. However, of the groups that were interviewed, there were more community members interested in separating the off-leash dog activities from other park uses, while still having both areas.
- Multi-Use Open Field: Provide open, flexible turf space, but not necessarily a structured athletic field.
- Gardens: Passive, walking, horticulturally rich gardens; benches to enjoy views; picnic tables.
- Basketball: Currently well used, potentially half court.
- Storage and Activity Space: Several groups were interested in more indoor and outdoor programs (DMCC storage and office space, tai chi and other exercise, cultural events, personal enrichment classes such as cooking classes, etc.)

5.4 Informal Pop-Up Tent Events

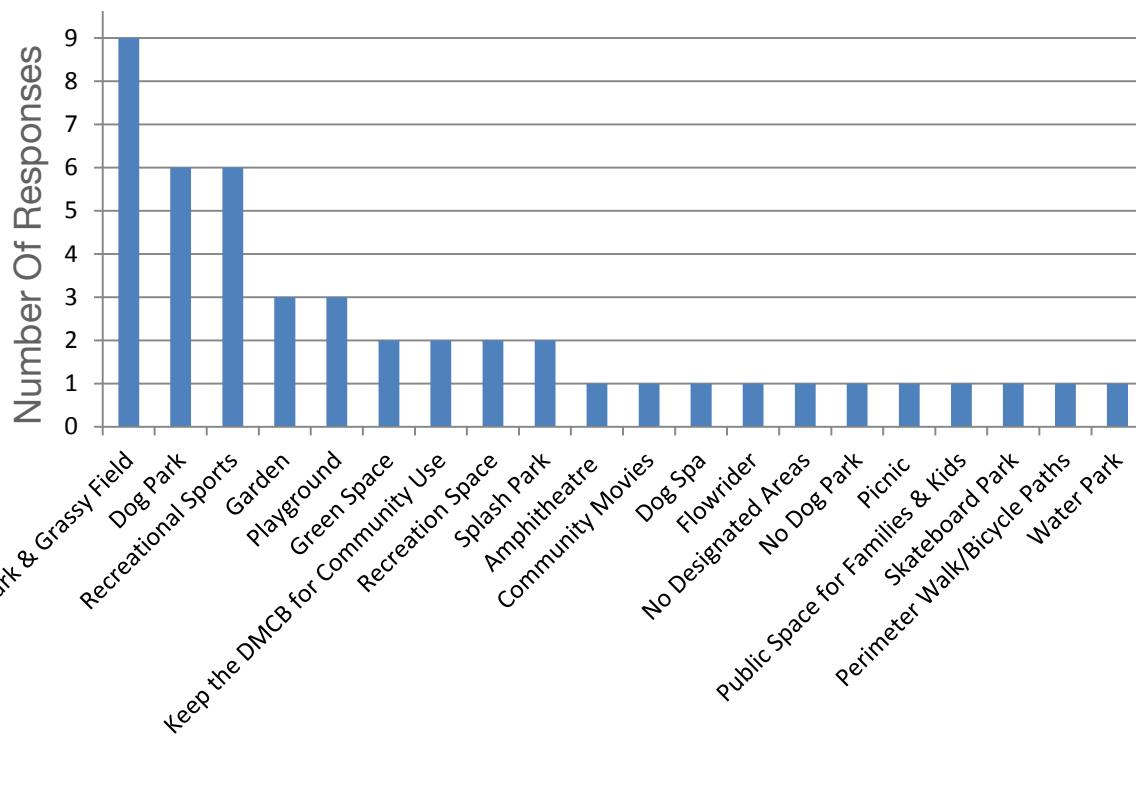
The City of Del Mar staff conducted two (2) “pop-up” community outreach events. These pop-up events were intended to capitalize on the community participation at the Del Mar Egghunt Event (April 4th, 2015), and the Farmers Market (April 18th, 2015), to publicize the Shores Park Master Plan project and to promote the May 2nd “Plan Your Park” Community Workshop.

Feedback was tallied from notations made by community members in response to open-ended questions regarding favorite parks, possible amenities for Shores Park, and preferred recreational activities. There were no formal inquiries made regarding residency. However, anecdotally, the majority of feedback was from Del Mar residents. The following graphics summarize the feedback received.

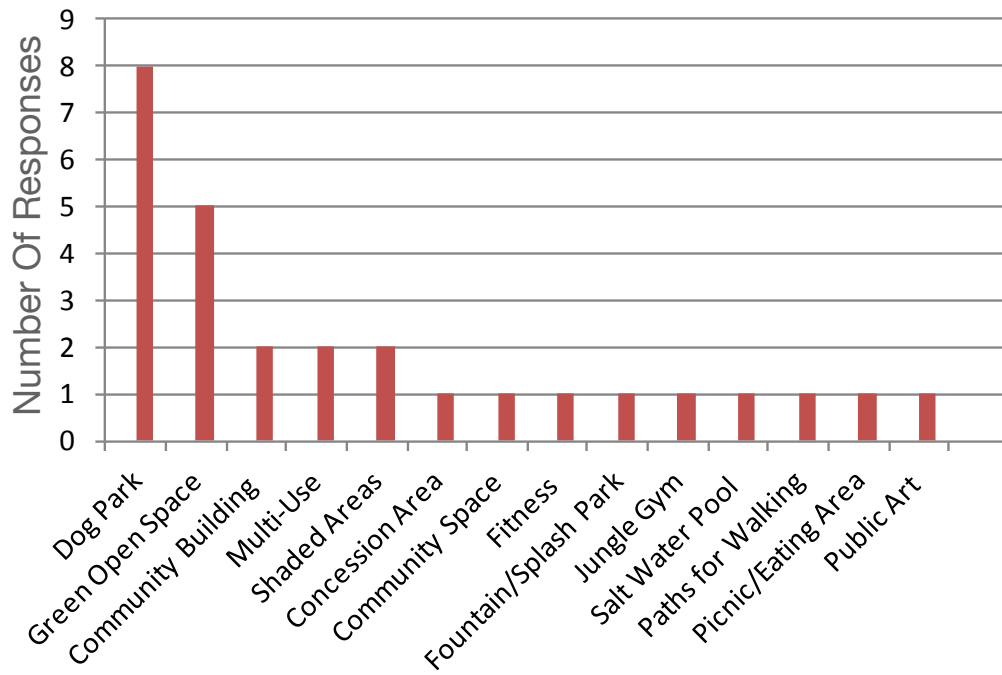


Pop-up tent event at Egghunt
Photo by the City of Del Mar

i. Egghunt Event



ii. Farmers Market Event



Pop-up tent event at Del Mar Farmers Market, Photo by the City of Del Mar

5.5 Community Workshop #1

An on-site “Plan Your Park” community workshop was held May 2, 2015 from 10:00am-11:30am. A total of 155 attendees signed in for the meeting. Activities included a self-guided walking tour of the site and a brainstorming activity to provide feedback on guiding principles and potential amenities.

i. Site Discovery Exercise

Each attendee received a workbook at check-in and was encouraged to complete a walking tour of the site. A total of 45 completed workbooks were collected during the event. Below are the main themes and reoccurring comments that were documented in the Site Discovery Workbooks:

CONSTRAINTS

- Overall, participants identified constraints such as the driveway dividing the site, a disconnect between upper and lower areas, and a lack of shady areas for seating.

OPPORTUNITIES

- Participants identified opportunities for expanding the existing Community Building, improved parking, maintaining open space, and wide spread desire to incorporate ocean views.

BUILDING

- Several comments indicated a desire to keep or expand the Community Building (including expanding kitchen and providing multi-use space).
- Several people noted the need for a restroom.

PARKING

- Many people noted that the parking lot should be smaller while others noted an opportunity for a parking structure on the lower level with park space above.

DOG/GRASS

- Several comments indicated that the multi-use grassy area works well (but rules need to be enforced), while other comments indicated a desire for a separate dog area.



Community Workshop #1
Image by Schmidt Design Group, Inc.

SITE PLAN/PLANTING

- Overall, participants noted that park should include a natural theme, feature low water use plants, connect upper and lower park areas, preserve mature trees, incorporate sustainable maintenance practices, provide universal accessibility, and highlight ocean views.

EXPAND PROGRAMS

- Several programmed activities were proposed such as: senior activities; tai chi; yoga; sports equipment to “check out.”

POTENTIAL AMENITIES

- Many participants indicated that the park should be natural/open in nature, and proposed the following amenities: loop walking paths, open field for sports, amphitheater, gardens (butterfly, meditation), fitness area, community garden, slide from upper to lower terrace, shade trees for picnicking, drinking fountain, playground, outdoor theater, swimming, skate park.
- Several participants noted that the basketball area was well used. One comment suggested a low basketball hoop for younger kids and other suggested a smaller half-court to save space.



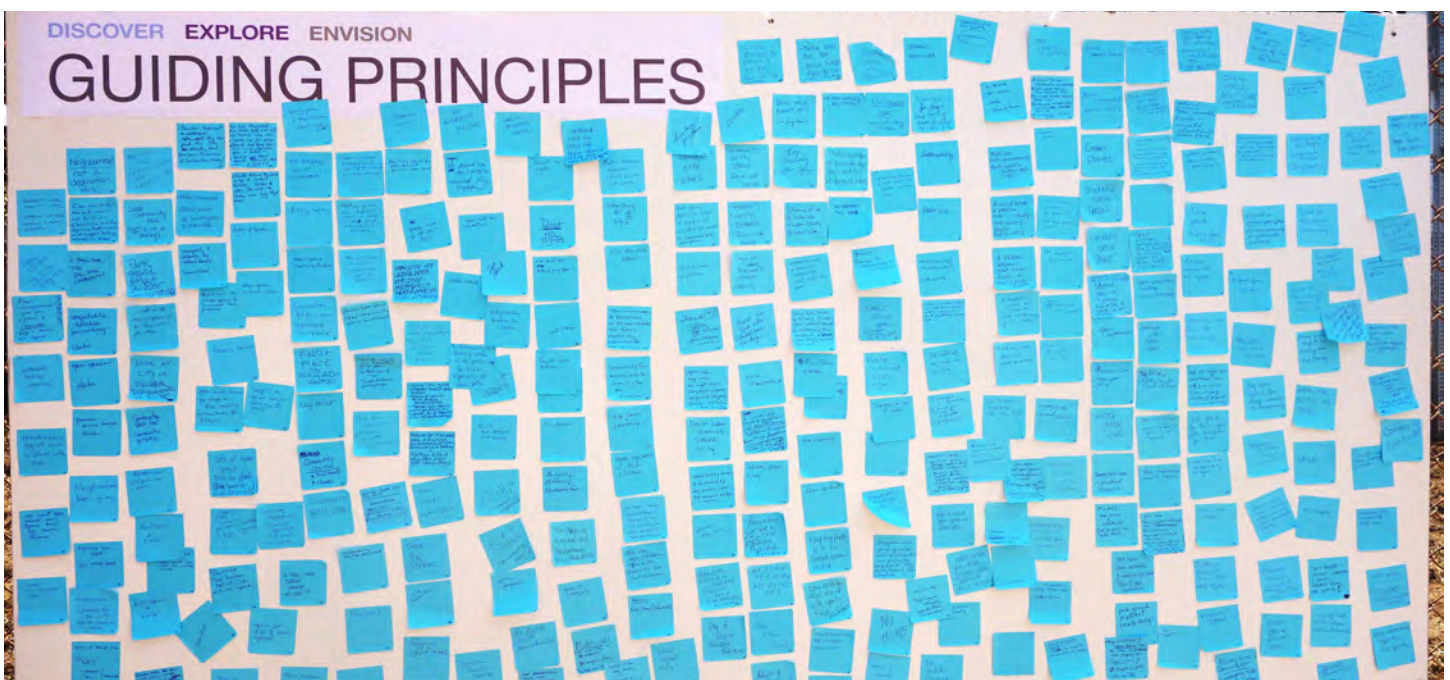
Site Discovery
Image by Schmidt Design Group, Inc.

- ii) Guiding Principles Exercise
 Each attendee received two sets of four (4) sticky notes for the Guiding Principles and Potential Amenities envisioning exercise. There was some overlap between Guiding Principles and Potential Amenities, however feedback was enthusiastic and robust with over 950 individual comments.

Participants were invited to write their desired Guiding Principles on blue sticky notes and place them on the white board. A total of 420 responses specific to Guiding Principles were received.



Guiding Principles and Potential Amenities Exercise
 Image by Schmidt Design Group, Inc.



A total of 420 Guiding Principle responses were submitted
 Image by Schmidt Design Group, Inc.

The main themes and guiding principles can be summarized in the following categories:

NEIGHBORHOOD SCALE PARK

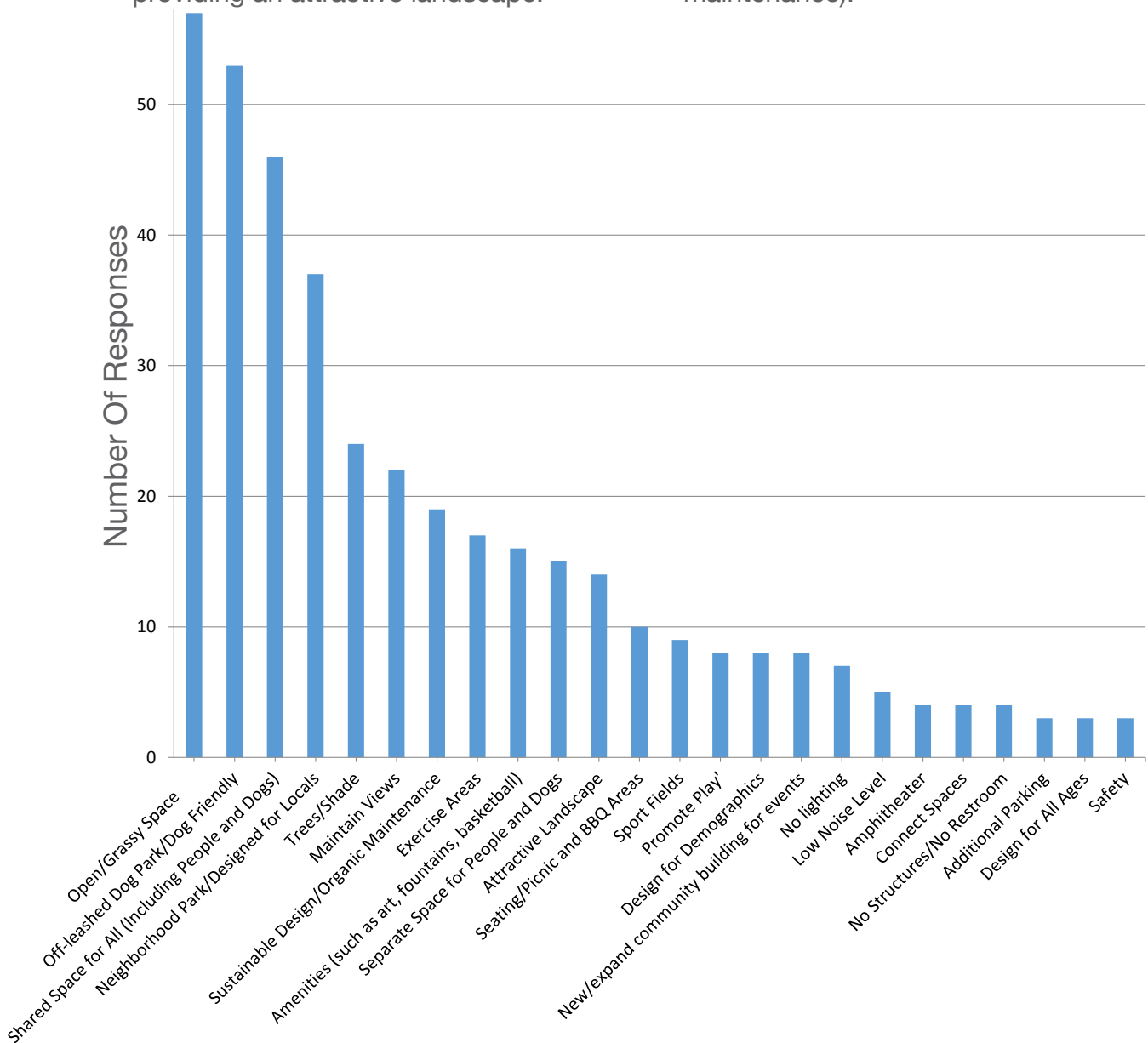
- The park should not be over developed; it should be designed for the neighborhood rather than as a regional destination. It should serve as a meeting venue for the local residents. The concept of a neighborhood scale park is also supported by other responses that were highly ranked such as providing an open/grassy space, shade, maintaining views, and providing an attractive landscape.

HIGH QUALITY DESIGN FOR ALL USERS, INCLUDING PETS

- The park should address the needs of the entire community. The final program should include a high quality user experience for people and pets.

SUSTAINABLE DESIGN/ORGANIC MAINTENANCE

- The park should incorporate an environmentally responsible design (low energy, water efficient, and organic maintenance).



- iii. Potential Amenities Exercise
Participants were invited to write their four key Potential Amenities on yellow sticky notes and place them on the white board. A total of 534 responses specific to Potential Amenities were received. The highest priority amenities can be combined into the main categories defined on the next page.



Potential Amenities Exercise
Image by Schmidt Design Group, Inc.



A total of 534 Potential Amenity responses were submitted
Image by Schmidt Design Group, Inc.

iii. Potential Amenities Exercise (Continued)

PASSIVE USE AMENITIES

- Trees/Shade
- Picnic/Seating Areas
- Bike/Walk/Scooter Path
- Open Grassy Space
- Attractive Landscape
- No Lighting

DOG FRIENDLY

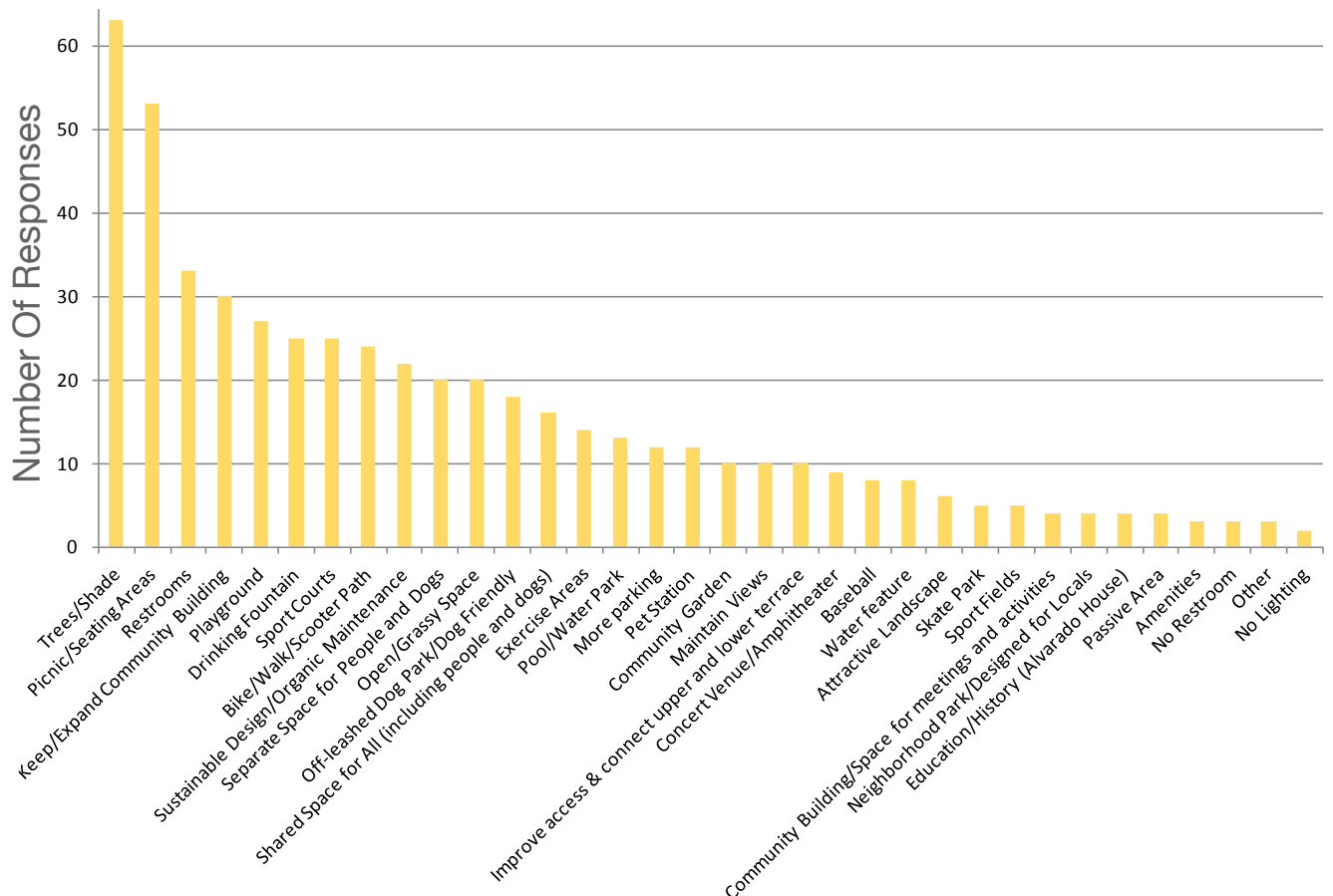
- Off-Leash Dog Park/Dog Friendly
- Separate People and Dog Space
- Shared Space for All (including people and dogs)
- Pet Station

BUILDINGS

- Provide Restrooms
- Keep/Expand Community Building
- New Community Building
- No Restrooms

ACTIVE PLAY

- Playground
- Drinking Fountain
- Sport Courts
- Exercise Areas
- Pool/Water Park
- Baseball
- Skate Park
- Sport Fields



iv. Kids' Imagination Station

The Kids' Imagination Station drawings filled the white board with inspiring, artful ideas for play at the park.

Below is a summary of the responses and a sample of a drawing from the Kids' Imagination Station board:

- Climbing Structure
- Slide
- Huge slide that runs from the top field to the lower parking lot
- Monkey Bars
- Sand Volleyball
- Volleyball Net
- Swings
- Soccer Goal
- Squirrel, or maybe a dog
- Restrooms
- Bike Path
- Grass
- Rocks
- "Park to Play Ball and Ride My Scooter"
- Little Kids' Area
- Sand Pit
- Climbing Wall
- Bus with a big heart :)
- Water Slide
- Movie Theater
- Basketball Court



Drawing submitted by Del Mar Youth
Image by Schmidt Design Group, Inc.

6 SUMMARY OF FINDINGS

The City of Del Mar purchased the 5.3 acre Del Mar Shores property in 2008 with the intention of preserving open space and enhancing recreational uses in the City, as well as the continued operation of the Winston School. Currently, the Shores Park property offers a small Community Building which is leased and operated by Del Mar Foundation (and also houses the Del Mar Community Connections), and an open grassy field that is used for informal recreation and as an intermittent dog park.

In 2014, the City of Del Mar embarked upon a master planning process for Shores Park to create a long-range vision to guide the park's future development. Based on a multi-faceted assessment of current and future needs, the master plan will identify the types of amenities and facilities that will be included in the park, the types of programs and activities it will support, as well as a plan for implementation.


A critical component of the master plan process is building a meaningful and lasting relationship with the community through ongoing community engagement. The community has been particularly engaged throughout the process which included a city-wide survey, interest group interviews, informal pop-up events, and a community workshop. The findings are summarized below into guiding principles and a preliminary list of possible amenities that will inform the next steps of the master plan process.



Community Workshop #1, "Plan Your Park" Event
Image by City of Del Mar

6.1 Guiding Principles

The depth and breadth of feedback received during the “DISCOVER” phase of the Shores Park master plan process has been utilized to develop the following Guiding Principles. Future design alternatives will be evaluated in part by how well they accomplish these goals.

- Provide a beautiful and peaceful neighborhood park environment that serves the residents of Del Mar.
 - Create an inclusive space that offers recreational opportunities for all ages.
 - Thoughtfully integrate the needs and desires of residents visiting the park with or without pets.
 - Capture the dramatic views to the Pacific Ocean.
 - Provide a gardenesque park setting that is environmentally and economically sustainable.
- 
- Integrate the activities, program, circulation, and recreational needs of the Winston School.
 - Create a park that reflects the rich history, unique culture, and community character of Del Mar.

Community Workshop #1, “Plan Your Park” Event
Image by City of Del Mar

6.2 Potential Amenities

One goal of the “Discover” phase was to start to identify the types of amenities that Del Mar residents view as priorities for inclusion in Shores Park in the future. Potential amenities were collected at all stages of the community outreach process and will continue to be collected and refined throughout the master plan process. Not all amenities will be accommodated within the Shores Park site based on site constraints and community preferences; therefore, the potential amenities are grouped into three tiers

based on community feedback, prioritized from Tier 1 (highest priority) to Tier 3. Within each tier, the amenities are presented in alphabetical order.

i. Tier I Potential Amenities

Based on recurring themes from all community outreach efforts, the community expressed a strong collective interest in the amenities identified below. Based on overwhelming consistent interest, these core elements should be incorporated in future design alternatives (not in priority order):

- Attractive gardens and landscaping (low water use/sustainable)
- Benches for sitting, enjoying views, reading, meditating, etc.
- Fully accessible for visitors with disabilities
- Furnishings such as trash and recycling receptacles, drinking fountains, bike racks, etc.
- Off-leash grassy areas for off-leash dog activities (not obvious or rigid fences)
- Open turf for flexible play (required by lease with Winston School)
- Indoor meeting/recreational community space
- Accommodate children's activities
- Parking to meet code requirements
- Picnic area(s)
- Restroom
- Shade
- Walking paths

ii. Tier II Potential Amenities

In addition to the core list of Tier 1 amenities, there was also significant interest in other possible amenities that should be further evaluated for inclusion based upon community interest and space availability:

- Basketball half court
- Children's playground
- General purpose room that can be used for community programming and activities (such as exercise classes, cooking classes, meetings, arts and culture, etc.)
- Multi-purpose court (basketball/pickle ball/tennis etc.)
- Outdoor fitness course

iii. Tier III Potential Amenities

In addition to the Tier 1 and Tier 2 amenities, there was also interest in other possible amenities that should be further evaluated for inclusion based upon community interest and space availability. This list of Tier 3 amenities is not comprehensive as it will continue to be refined throughout the process as new ideas are added by the community:

- Amphitheater
- Auditorium (joint-use with Winston School)
- Community garden
- Interpretive education (such as plant identification tags, educational signage, etc.)
- Youth sports field (youth baseball/softball). This would primarily include a practice area that is not heavily programmed.
- Bocce ball

A APPENDIX

SHORES PARK PLANNING SURVEY
RESEARCH REPORT

PREPARED FOR THE
CITY OF DEL MAR



APRIL 28, 2015



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TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Purpose of Survey.....	1
Overview of Methodology.....	1
Organization of Report.....	2
Acknowledgements	2
Disclaimer	2
About True North.....	2
Key Findings	3
Household Profile	6
Age Composition of Del Mar Households	6
Question 1	6
Adult Recreation Activities	7
Most Frequent Adult Recreation Activities.....	7
Question 2	7
Interest in Adult Recreation Activities	8
Question 3	9
Youth Recreation Activities	11
Most Frequent Youth Recreation Activities	11
Question 4	11
Interest in Youth Recreation Activities	12
Question 5	13
Park Visitation & General Perceptions	15
Frequency of Use	15
Question 6	15
Question 7	15
Rating of Del Mar Parks	16
Question 8	16
How Well are Your Needs Being Met?	20
Question 9	21
Desired Park & Open Space Improvements	22
Question 10	22
Specific Improvements Desired.....	23
Question 11	24
Shores Park	25
Frequency of Shores Park Visit	25
Question 12	25
Question 14	25
Reasons for not Visiting	26
Question 13	26
Familiarity with Amenities at Shores Park	27
Question 15	27
Desired Improvements for Shores Park.....	28
Question 16	28
Priority Amenities for Shores Park Master Plan	29
Question 17	29
Anticipated Future Use.....	31
Question 18	31
Methodology	33
Questionnaire Development	33

Programming & Pre-Test 33
Sample, Recruiting & Data Collection 33
Data Processing & Weighting 34
Rounding 34
Questionnaire & Toplines 35



LIST OF TABLES

Table 1	Interest in Adult Recreational Activities by Hsld Members (Showing% Very Interested)	10
Table 2	Interest in Adult Recreational Activities by Frequency of Hsld Park, Open Space Visits (Showing % Very Interested)	10
Table 3	Interest in Child/Teen Activities by Hsld Members (Showing % Very Interested) . . .	14
Table 4	Shores Park Master Plan Priorities by Hsld Members (Showing% High Priority)	30
Table 5	Shores Park Master Plan Priorities by Child in Hsld & Frequency of Shores Park Visits (Showing% High Priority)	31



LIST OF FIGURES

Figure 1	Household Profile	6
Figure 2	Adult Recreational Activities	7
Figure 3	Adult Recreational Activities by Age of Adults in Hsld	8
Figure 4	Interest in Adult Recreational Activities	9
Figure 5	Interest in Adult Recreational Activities by Frequency of Shores Park Visits (Showing % Very Interested)	10
Figure 6	Child/Teen Recreational Activities	11
Figure 7	Top Child/Teen Recreation Activities by Children in Hsld	12
Figure 8	Interest in Child/Teen Activities	13
Figure 9	Frequency of Park, Open Space Visits	15
Figure 10	Frequency of Park, Open Space Visits by Hsld Members, Child in Hsld & Home Ownership Status	16
Figure 11	Rating Aspects of Del Mar Parks	16
Figure 12	Rating Safety of Del Mar Parks by Hsld Members, Child in Hsld & Home Ownership Status	17
Figure 13	Rating Safety of Del Mar Parks by Frequency of Park, Open Space Visits & Child Sports Participation	17
Figure 14	Rating Appearance of Del Mar Parks by Hsld Members, Child in Hsld & Home Ownership Status	18
Figure 15	Rating Appearance of Del Mar Parks by Frequency of Park, Open Space Visits & Child Sports Participation	18
Figure 16	Rating Overall Quality of Del Mar Parks by Hsld Members, Child in Hsld & Home Ownership Status	19
Figure 17	Rating Overall Quality of Del Mar Parks by Frequency of Parks, Open Space Visits & Child Sports Participation	19
Figure 18	Rating Variety of Amenities at Del Mar Parks by Hsld Members, Child in Hsld & Home Ownership Status	20
Figure 19	Rating Variety of Amenities at Del Mar Parks by Frequency of Parks, Open Space Visits & Child Sports Participation	20
Figure 20	Overall Parks, Rec Facilities Rating	21
Figure 21	Overall Parks, Rec Facilities Rating by Hsld Members & Child in Hsld	21
Figure 22	Overall Parks, Rec Facilities Rating by Visited City Park, Open Space Area, Frequency of Park, Open Space Visits & Home Ownership Status	22
Figure 23	Desire Park, Open Space Areas Improvements	22
Figure 24	Desire Park, Open Space Areas Improvements by Hsld Members & Child in Hsld	23
Figure 25	Desire Park, Open Space Areas Improvement by Visited City Park, Open Space Area, Frequency of Park, Open Space Visits & Home Ownership Status	23
Figure 26	Park, Open Space Areas Improvements Desired	24
Figure 27	Frequency of Shores Park Visits	25
Figure 28	Frequency of Shores Park Visits by Hsld Members, Child In Hsld & Home Ownership Status	26
Figure 29	Reasons For Not Visiting Shores Park	26
Figure 30	Familiar With Shores Park Amenities	27
Figure 31	Familiarity With Shores Park Amenities by Hsld Members, Child in Hsld & Frequency of Shores Park Visits	27
Figure 32	Shores Park Improvements Desired	28
Figure 33	Shores Park Master Plan Priorities	29
Figure 34	Frequency of Future Shores Park Visits	31
Figure 35	Frequency of Future Shores Park Visits by Hsld Members, Child in Hsld & Home Ownership Status	32

Figure 36 Frequency of Future Shores Park Visits by Frequency of Park, Open Space
Visits & Frequency of Shores Park Visits 32





INTRODUCTION

Parks, open space areas, and recreational amenities are vital community resources. By providing much-needed spaces to recreate, relax and play, they help to promote a strong sense of community, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike.

Recognizing the above, in 2008 the City of Del Mar purchased the 5.3 acre Del Mar Shores property with the intention of preserving open space and recreational uses in the city, as well as the continued operation of the Winston School. Currently, the Shores Park property is used for informal recreation and as an intermittent dog park, with limited amenities and no city-provided programming offered on the site.

In 2014, the City of Del Mar embarked upon a master planning process for Shores Park to create a long-range vision to guide the park's future development. Based on a multi-faceted assessment of current and future needs, the plan will identify the types of amenities and facilities that will be included in the park, the types of programs and activities it will support, as well as a plan for implementation.

PURPOSE OF SURVEY Although the City Council, Shores Advisory Committee, staff, and consultants have played an important role in gathering data and organizing the master planning process, it was the desire of the City that the citizens of Del Mar be the true inspiration and authors of the plan. Thus, in addition to engaging residents through informal surveys, stakeholder meetings, and other outreach events, the City commissioned True North Research to conduct a survey to gather statistically reliable data on the community's priorities and opinions as they relate to Shores Park.

Broadly defined, the survey was designed to:

- Profile the recreation activities of interest to Del Mar residents
- Identify the frequency with which residents visit Del Mar's parks, open space areas and recreation facilities in general, as well as Shores Park in particular
- Measure how well existing parks and facilities are meeting residents needs', as well as the improvements that are most desired
- Capture residents' top-of-mind ideas for how the Shores Park site can be improved, as well as how they prioritize among a variety of potential amenities that could be included in the park.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 33). In brief, a total of 402 Del Mar households participated in the survey between March 11 and April 12, 2015. All voter households in Del Mar were provided the opportunity to participate, with one voter per household randomly selected to receive an invitation given that the questionnaire asked the respondent to report on the recreation interests and activities for all members of the household—adult and youth. Once selected, respondents were recruited to participate in the survey using a combination of mailed invitation letters, emailed invitations, and telephone calls, and had the opportu-

nity to participate in the survey by telephone or through a secure, password-protected website hosted by True North. Interviews conducted by telephone averaged 15 minutes in length.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey given the research objectives that motivated the study. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 35) and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

ACKNOWLEDGEMENTS True North thanks the Del Mar City Council, staff, and Shores Advisory Committee, as well as Glen Schmidt and JT Barr of Schmidt Design Group, for contributing valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Del Mar. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 900 survey research studies for public agencies, including more than 300 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to aid the City of Del Mar in preparing a master plan for Shores Park by providing a reliable understanding of the community's use, interests, opinions, and priorities as they pertain to Shores Park and its future development. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

What recreation activities are of greatest interest to Del Mar residents?

Operating from the philosophy that recreation *activities* create demand for specific recreation amenities and facilities, one of the goals of the study was to profile the recreation interests of—and activities engaged in by—Del Mar residents. Because interest in specific recreation activities is often age-dependent, the study distinguished between adult and youth activities.

Among the 16 **adult** recreation activities tested, Del Mar households expressed the greatest interest in walking, jogging, running or hiking (95%), followed by fitness and exercise classes (83%), quiet stationary activities such as reading or meditating (83%), outdoor picnics (79%), cooking (75%), yoga (75%), and gardening (72%). Other adult recreation activities of interest to at least half of Del Mar households included dance or theater (65%), swimming in a pool (63%), arts and crafts (61%), and walking a dog/visiting a dog park (54%). At the other end of the spectrum, less than one-third of Del Mar households expressed interest in adult volleyball (31%), basketball (27%), soccer (22%), softball (19%), or martial arts (18%).

Interest in **youth** recreation activities varied widely, from a low of 34% for softball to a high of 89% for walking, jogging, running or hiking. The recreation activities with the greatest level of interest among Del Mar youth were walking, jogging, running or hiking (89%), swimming in a pool (88%), dance or theater (68%), arts and crafts (66%), volleyball (66%), basketball (65%), fitness and exercise classes (61%), soccer (58%), yoga (55%), skateboarding (55%), and walking dog/visiting a dog park (54%).

To what extent are residents using Del Mar's parks and open space areas?

The survey results indicate that a very high percentage of Del Mar residents make regular use of the city's parks and open space areas. Overall, more than nine-in-ten respondents (93%) reported that at least one member of their household had visited a park and/or open space area in Del Mar during the 12 months prior to the interview. Even more striking, more than half (61%) of households surveyed reported that they visit these recreation spaces in Del Mar on a weekly basis. As one might expect, visitation rates did vary substantially across household characteristics, with the highest rates being exhibited by households with at least one child or teenager.

How well are Del Mar's parks and recreation facilities meeting residents' needs?

The results of the survey indicate that the City's existing inventory is doing a reasonable job of meeting the recreational needs of residents. Overall, approximately six-in-ten respondents stated that the existing parks and recreational facilities are doing an excellent (18%) or good (45%) job in meeting their household's recreational needs. An additional 27% provided a rating of fair, whereas 8% used poor or very poor to describe how well their needs are being met by the existing inventory. It is worth noting, however, that there was substantial variation in opinions on this matter across subgroups, with households with children and/or teenagers being far less apt than their counterparts to indicate that the existing parks and recreation facilities in Del Mar are doing an excellent or good job of meeting their recreation needs.

Drilling deeper into the survey data reveals some meaningful nuances with respect to how residents perceive the City's parks. Del Mar's parks received high marks for safety (93% excellent or good), appearance (89%), and overall quality (85%). With respect to the variety of amenities available in Del Mar's parks, however, residents provided much more modest ratings (56% excellent or good).

What are residents' priorities for the amenities that may be included in Shores Park?

The Shores Park master plan will identify the types of amenities and facilities that will be included in the park, the types of programs and activities it will support, as well as a plan for implementation. One of the central goals of the survey described in this report was thus to identify the *types* of amenities that Del Mar residents view as priorities for inclusion in Shores Park in the future. It is clear from the survey results that residents have a strong interest in a park that is attractively landscaped, open, and supports passive uses in addition to select active uses.

The topic of desired amenities and improvements to Shores Park was approached in two different ways in the survey. The first simply asked respondents if there were any improvements they would like made to Shores Park and—if yes—to describe these changes in their own words. Approximately one quarter (26%) of respondents indicated that they could not think of an improvement they desired for Shores Park, and an additional 9% stated flatly that no improvements were needed or desired. Among the specific suggestions, providing a separate/dedicated dog park area and/or better hours for dog use at the Park was most common (17%), followed by a desire for beautification including more landscaping, trees and plants (12%), and additional benches and shaded seating areas (11%). At least five percent of respondents also expressed a desire for additional sports courts/athletic facilities (9%), fewer dogs/that dogs not be allowed in the Park (8%), improved parking and signage (7%), improved community center with more programs (6%), and additional playgrounds for all ages (6%).

Having captured respondents' top-of-mind ideas using *open-ended* questions, the survey next asked that they prioritize among 21 specific amenities that could be included in Shores Park under the master plan. Among the 21 amenities tested, Del Mar residents assigned the highest priority to a public restroom (87% high or medium priority), followed by passive recreation facilities including picnic tables, barbecues and shaded seating (74%), paths for walking and jogging (71%), quiet spaces for reading, resting and meditation (65%), childrens playground equipment (64%), special purpose rooms for dance, aerobics, yoga and recreation programs (63%), an outdoor fitness course for adults (61%), and general purpose rooms that can be used for meetings and classes (58%).

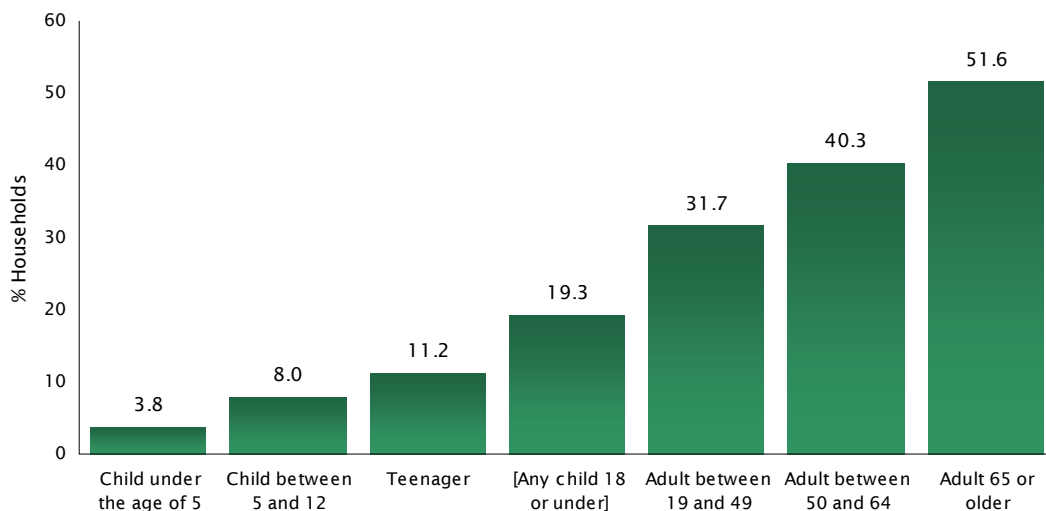
HOUSEHOLD PROFILE

Interest in specific recreation activities, facilities and amenities is often age-dependent. A household with young children is much more likely to express a need for playground equipment, for example, than a household that contains only adults. Seniors, meanwhile, are more likely to be interested in low-impact, passive recreation activities when compared to teenagers or young adults. Because the age-composition of a household can strongly shape the recreation interests and needs of its members, the initial question in the survey asked respondents to identify whether their household contains individuals in each of the age categories shown in Figure 1. This question was also used to ensure that respondents were asked only those questions that were appropriate for their household.¹

AGE COMPOSITION OF DEL MAR HOUSEHOLDS Figure 1 presents the age composition of Del Mar households, with the percentage in each bar reflecting the percentage of households that contained *at least* one individual in the specified age bracket. More than half of Del Mar households surveyed (52%) contained at least one senior, 40% included an adult between 50 and 64 years of age, whereas less than one-third (32%) contained an adult between 19 and 49 years of age. Reflecting the older demographic of the city, just 19% of participating Del Mar households indicated that they have a youth 18 years of age or younger in their household. Among all households surveyed, 11% reported having one or more teenagers under 19, 8% one or more children between five and 12 years of age, while 4% reported having at least one child under the age of five.²

Question 1 *Do you have _____ in your household?*

FIGURE 1 HOUSEHOLD PROFILE



1. Respondents who indicated their household did not include children or teenagers, for example, were not asked questions that focused on the interests of people in these age groups.
2. It should be noted that the resulting sample was strikingly similar to Census 2010 figures for the age composition of Del Mar households, indicating that the participation rate was balanced and not disproportionately high or low on a factor (age) that is strongly related to interest in recreation activities/amenities.

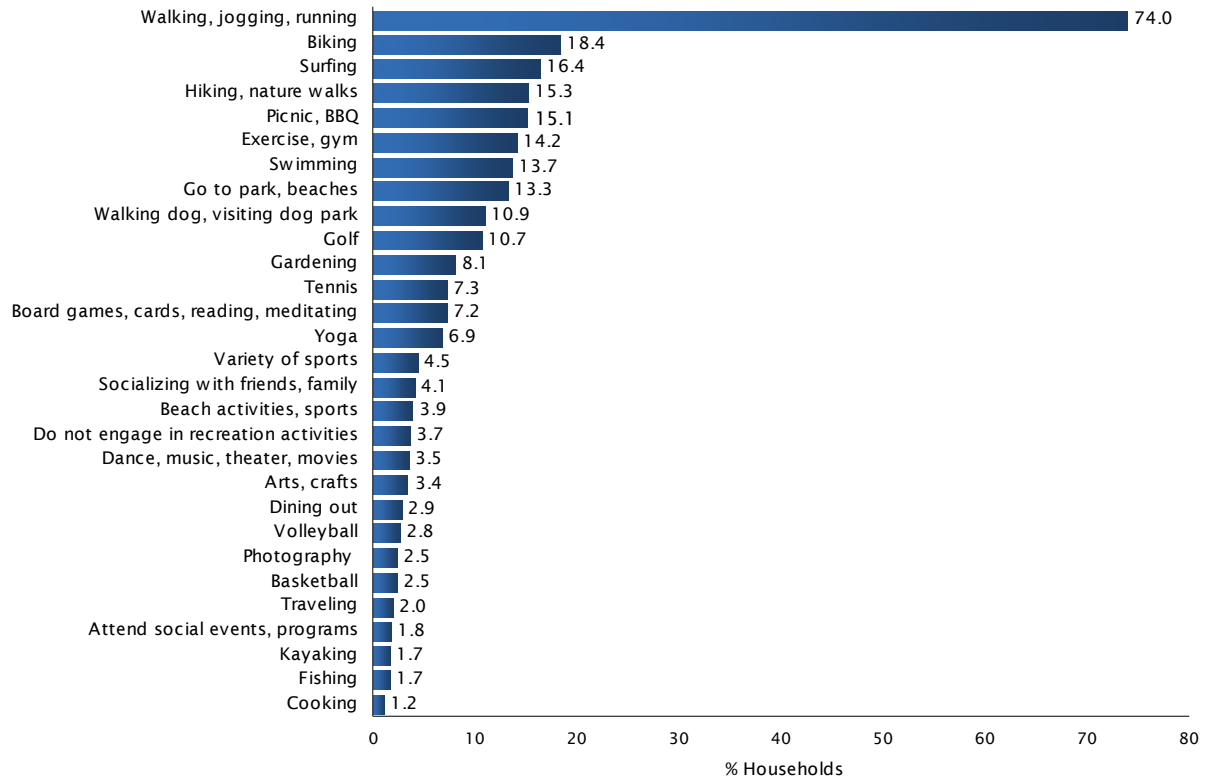
ADULT RECREATION ACTIVITIES

Operating from the philosophy that recreation *activities* create demand for specific recreation amenities and facilities, the survey opened by asking respondents to describe the recreation interests and activities engaged in by adult members of their household. Recreation was broadly defined for respondents to include play and exercise, as well as passive activities such as walking, jogging, hobbies and picnicking.

MOST FREQUENT ADULT RECREATION ACTIVITIES The initial question in this series asked respondents to describe the types of recreation activities engaged in most often by adult members of their household. Question 2 was presented in an open-ended manner, thereby allowing respondents to mention any activities that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2. Because respondents were allowed to mention multiple activities, the percentages shown in the figure reflect the percentage of respondents who mentioned the specified activity.

Question 2 *Thinking of the adult members of your household, what recreation activities do the adults in your household engage in most often? By recreation, we mean play and exercise, as well as passive activities such as walking/jogging, hobbies, and picnicking.*

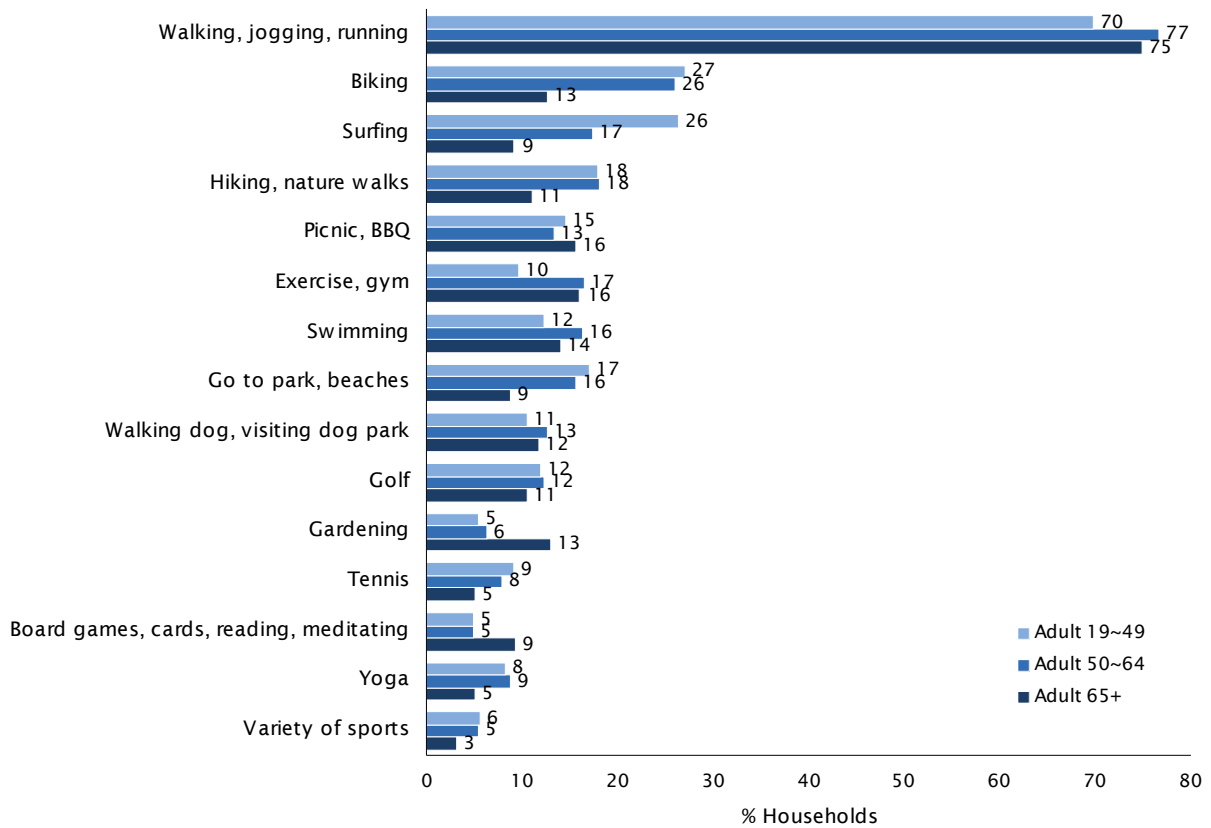
FIGURE 2 ADULT RECREATIONAL ACTIVITIES



Walking, jogging and running was by a large margin the most common recreation activity mentioned in response to Question 2, being offered by 74% of respondents. Other commonly reported adult recreation activities included biking (18%), surfing (16%), hiking and nature walks (15%), picnics/BBQs (15%), exercise/gym (14%), swimming (14%), going to a park/beaches (13%), walking dog/visiting dog park (11%), and golf (11%). Just 4% of Del Mar households indicated that the adult members of their household do not engage in recreation activities.

For the interested reader, Figure 3 shows how the most frequently reported adult recreation activities varied among Del Mar households according to whether they included at least one adult in the 19-49, 50-64, and 65+ age categories.

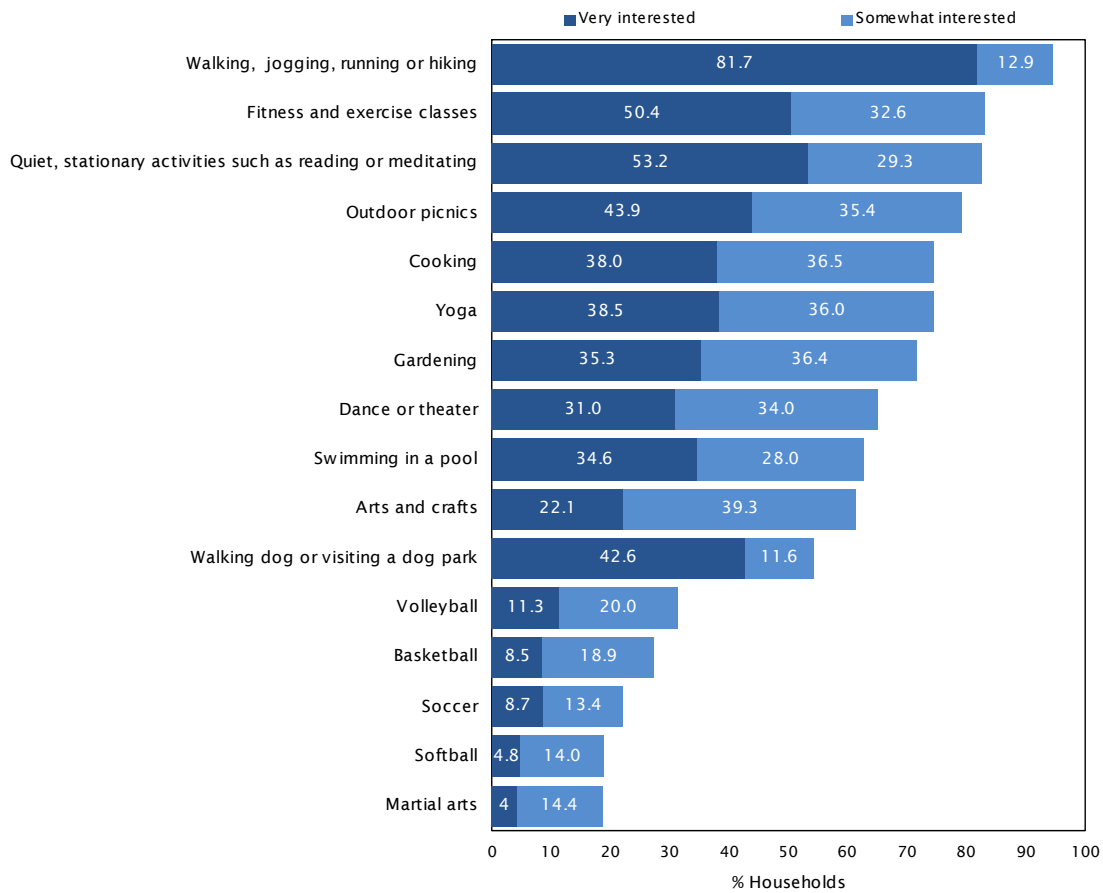
FIGURE 3 ADULT RECREATIONAL ACTIVITIES BY AGE OF ADULTS IN HSLD



INTEREST IN ADULT RECREATION ACTIVITIES Whereas Question 2 asked respondents to report the types of activities engaged in most often by adult members of their household, Question 3 inquired as to the level of *interest* adult members of their household would have in each of the activities shown on the left of Figure 4. The order in which the activities were presented was randomized for each respondent to avoid a systematic position-order bias, although they are sorted from high to low in Figure 4 based on the percentage of households that stated they were *at least* somewhat interested in the activity.

Question 3 Next, I'm going to read a short list of recreation activities. For each that I read, please indicate whether one or more of the adults in your household would be very interested or somewhat interested in participating in the activity. If no adult in your household would be interested in participating in the activity, just say so.

FIGURE 4 INTEREST IN ADULT RECREATIONAL ACTIVITIES



Among the 16 adult recreation activities tested, Del Mar households expressed the greatest interest in walking, jogging, running or hiking (95%), followed by fitness and exercise classes (83%), quiet stationary activities such as reading or meditating (83%), outdoor picnics (79%), cooking (75%), yoga (75%), and gardening (72%). Other adult recreation activities of interest to at least half of Del Mar households included dance or theater (65%), swimming in a pool (63%), arts and crafts (61%), and walking a dog/visiting a dog park (54%). At the other end of the spectrum, less than one-third of Del Mar households expressed interest in adult volleyball (31%), basketball (27%), soccer (22%), softball (19%), or martial arts (18%).

Tables 1-3 on the next page show how interest in each of the adult recreation activities tested in Question 3 varied according to the age composition of adults in the household, whether the household contained one or more youth, the frequency with which the household typically visits the parks, open space areas, and/or recreation facilities in Del Mar, as well as the frequency with which they visit Shores Park. To ease comparisons, the five activities that had the highest level of interest are highlighted in green for each subgroup.

TABLE 1 INTEREST IN ADULT RECREATIONAL ACTIVITIES BY HSLD MEMBERS (SHOWING% VERY INTERESTED)

	HslD Members (Q1)				
	Adult in HslD 19~49	Adult in HslD 50~64	Adult in HslD 65+	Child in HslD	No Child in HslD
Walking, jogging, running or hiking	90	85	75	93	79
Quiet, stationary activities such as reading or meditating	52	48	57	52	54
Fitness and exercise classes	55	55	47	61	49
Out door picnics	54	42	40	59	41
Walking dog or visiting a dog park	55	51	36	47	42
Yoga	46	43	31	53	35
Cooking	48	38	35	40	38
Gardening	28	36	41	30	37
Swimming in a pool	47	32	27	58	29
Dance or theater	30	33	31	36	30
Arts and crafts	26	22	21	27	21
Volleyball	20	15	7	24	8
Soccer	17	9	6	21	5
Basketball	15	11	4	23	4
Softball	11	5	2	10	4
Martial arts	10	3	2	8	4

TABLE 2 INTEREST IN ADULT RECREATIONAL ACTIVITIES BY FREQUENCY OF HSLD PARK, OPEN SPACE VISITS (SHOWING % VERY INTERESTED)

	Frequency of HslD Park, Open Space Visits (Q7)				
	At least 1x /wk	2-3x /mo	1x /mo	<1x /mo	Not in past 12 mo
Walking, jogging, running or hiking	87	85	81	56	61
Quiet, stationary activities such as reading or meditating	57	55	49	47	23
Fitness and exercise classes	55	55	50	26	36
Outdoor picnics	52	33	32	30	30
Walking dog or visiting a dog park	52	33	39	9	32
Yoga	43	35	26	34	31
Cooking	43	36	25	25	25
Gardening	36	49	36	12	17
Swimming in a pool	36	46	33	10	26
Dance or theater	32	35	37	15	21
Arts and crafts	23	28	19	17	11
Volleyball	13	7	4	14	9
Soccer	10	7	4	9	11
Basketball	10	9	3	7	0
Softball	6	4	3	4	4
Martial arts	5	6	3	4	0

FIGURE 5 INTEREST IN ADULT RECREATIONAL ACTIVITIES BY FREQUENCY OF SHORES PARK VISITS (SHOWING % VERY INTERESTED)

	Frequency of Shores Park Visits (Q14)				
	At least 1x /wk	2-3x /mo	1x /mo	<1x /mo	Not in past 12 mo
Walking, jogging, running or hiking	91	85	77	83	75
Quiet, stationary activities such as reading or meditating	64	58	55	50	46
Fitness and exercise classes	55	57	47	55	44
Outdoor picnics	66	48	38	37	35
Walking dog or visiting a dog park	62	59	41	42	28
Yoga	42	51	34	43	33
Cooking	42	34	41	34	39
Gardening	38	38	36	38	32
Swimming in a pool	39	45	30	34	31
Dance or theater	34	44	28	27	28
Arts and crafts	25	26	19	23	20
Volleyball	10	7	25	14	9
Soccer	9	15	19	8	5
Basketball	10	7	15	8	7
Softball	9	0	4	3	4
Martial arts	6	6	9	1	4

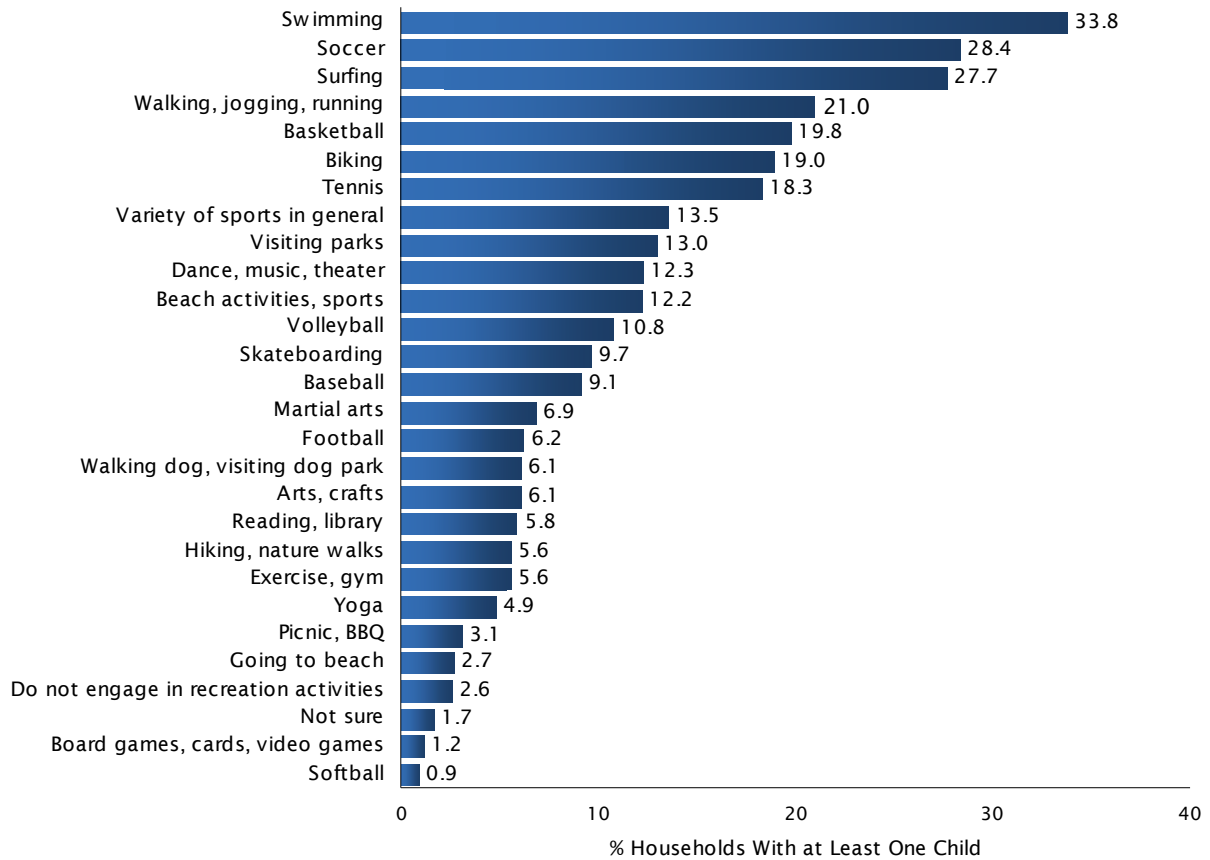
YOUTH RECREATION ACTIVITIES

In a manner similar to that described previously for adult recreation activities (see *Adult Recreation Activities* on page 7), the 19% of Del Mar households that reported having one or more youth under the age of 19 were asked to describe the recreation interests and activities engaged in by the children and/or teenagers in their household.

MOST FREQUENT YOUTH RECREATION ACTIVITIES Households with children and/or teenagers were first asked to describe the types of recreation activities engaged in most often by the youth in their household. Question 4 was presented in an open-ended manner, which allowed respondents the freedom to mention any activities that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 6. Because respondents were allowed to mention multiple activities, the percentages shown in the figure reflect the percentage of respondents who mentioned the specified activity.

Question 4 *Thinking of the children and/or teenagers in your household, what recreation activities do they engage in most often?*

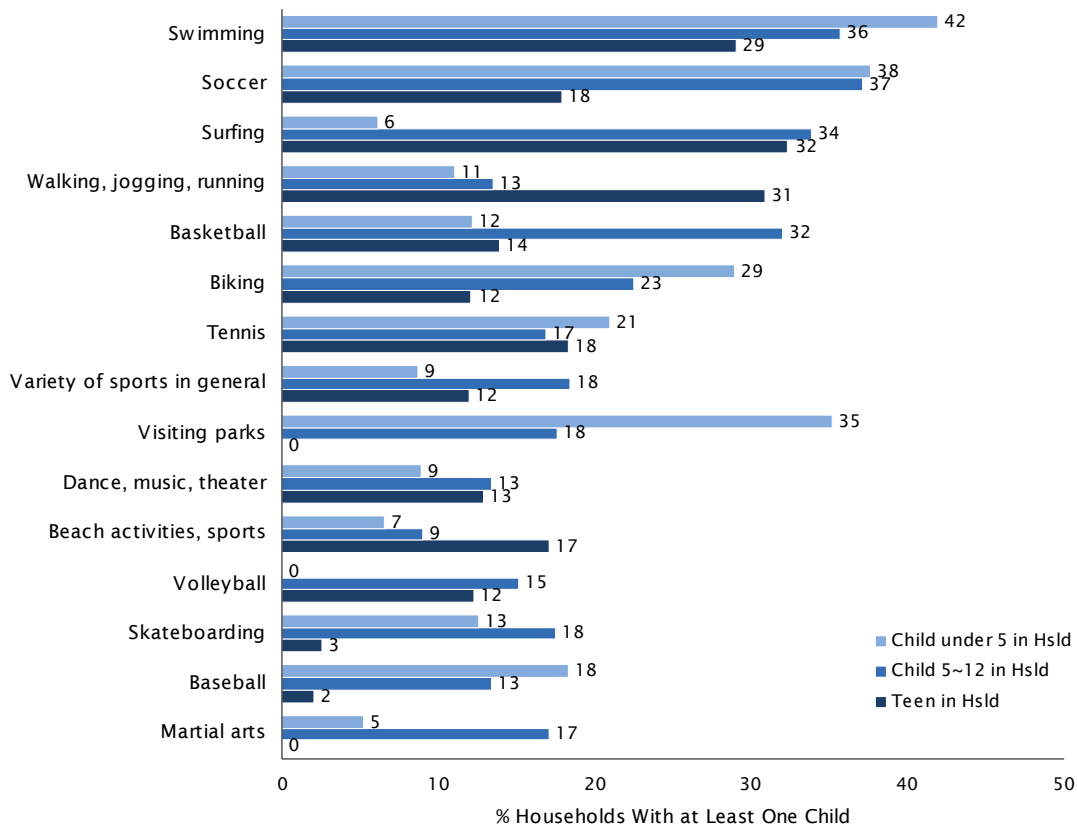
FIGURE 6 CHILD/TEEN RECREATIONAL ACTIVITIES



Swimming was the most frequently cited recreation activity engaged in by Del Mar youth, being mentioned by 34% of households with one or more members under the age of 19. Other commonly reported youth recreation activities included soccer (28%), surfing (28%), walking, jogging or running (21%), basketball (20%), biking (19%), and tennis (18%).

Figure 7 shows how the most frequently reported youth recreation activities varied among Del Mar households according to whether they included at least one youth in the 0-4, 5-12, and 13-18 age categories.

FIGURE 7 TOP CHILD/TEEN RECREATION ACTIVITIES BY CHILDREN IN HSLD



INTEREST IN YOUTH RECREATION ACTIVITIES Having measured the types of activities engaged in most often by Del Mar youth, Question 5 inquired as to the level of *interest* youth members of the respondent’s household would have in each of the activities shown on the left of Figure 8. The activities are sorted from high to low in the figure based on the percentage of households that stated they were *at least* somewhat interested in the activity.

Interest in youth recreation activities varied widely, from a low of 34% for softball to a high of 89% for walking, jogging, running or hiking. The recreation activities with the greatest level of interest among Del Mar youth were walking, jogging, running or hiking (89%), swimming in a pool (88%), dance or theater (68%), arts and crafts (66%), volleyball (66%), basketball (65%), fitness and exercise classes (61%), soccer (58%), yoga (55%), skateboarding (55%), and walking dog/visiting a dog park (54%).

Question 5 Next, I'm going to read a short list of recreation activities. For each that I read, please indicate whether one or more of the children or teenagers in your household would be very interested or somewhat interested in participating in the activity. If no child or teenager in your household would be interested in participating in the activity, just say so.

FIGURE 8 INTEREST IN CHILD/TEEN ACTIVITIES

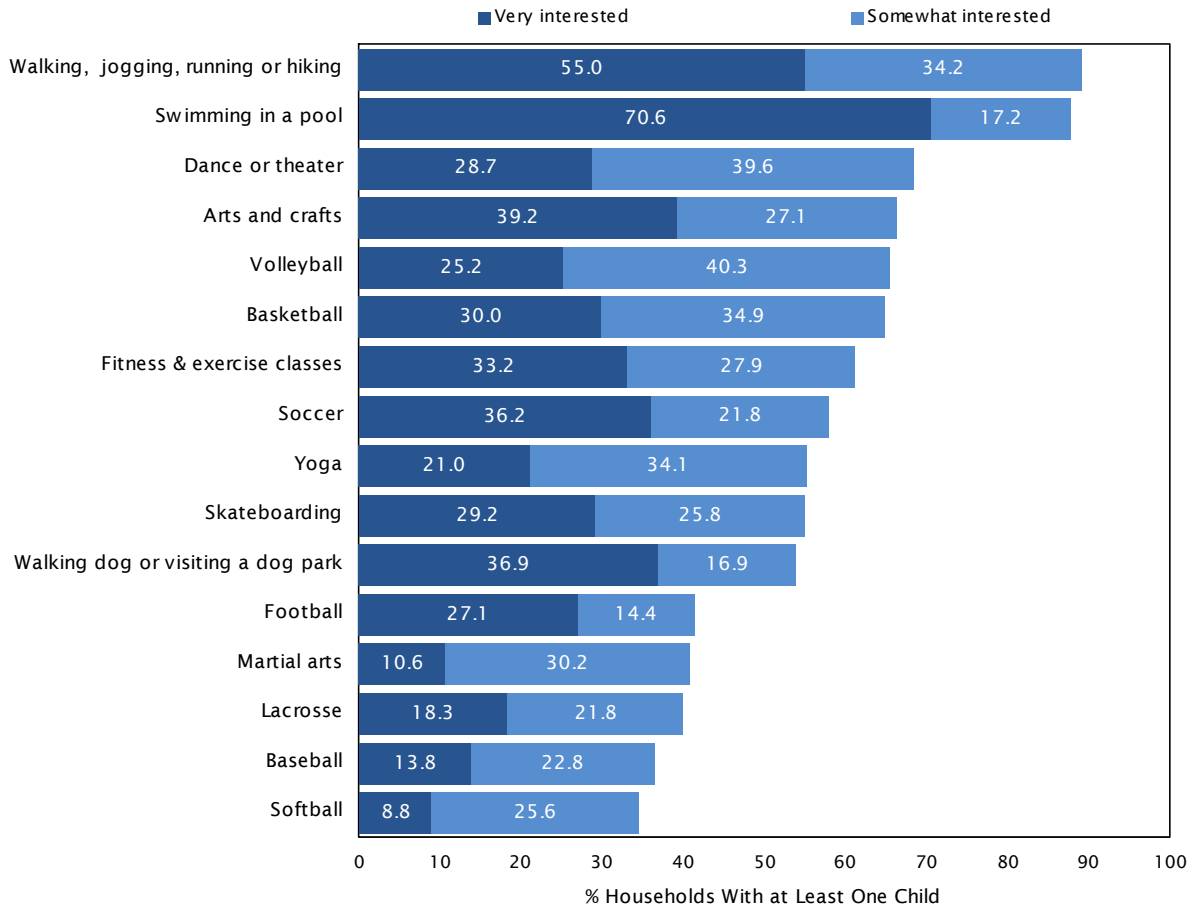


Table 3 on the next page shows how interest in each of the youth recreation activities tested in Question 5 varied according to the age composition of youth in the household. To ease comparisons, the five activities that had the highest level of interest are highlighted in green for each subgroup.

TABLE 3 INTEREST IN CHILD/TEEN ACTIVITIES BY HSLD MEMBERS (SHOWING % VERY INTERESTED)

	HslD Members (Q1)		
	Child under 5 in HslD	Child 5~12 in HslD	Teen in HslD
Swimming in a pool	75	82	60
Walking, jogging, running or hiking	63	51	60
Arts and crafts	56	58	27
Walking dog or visiting a dog park	33	28	43
Soccer	64	52	29
Fitness & exercise classes	21	21	48
Basketball	41	45	28
Skateboarding	33	50	23
Dance or theater	29	26	27
Football	45	33	25
Volleyball	33	22	29
Yoga	15	14	31
Lacrosse	24	22	18
Baseball	51	21	5
Martial arts	22	25	5
Soft ball	27	14	7

PARK VISITATION & GENERAL PERCEPTIONS

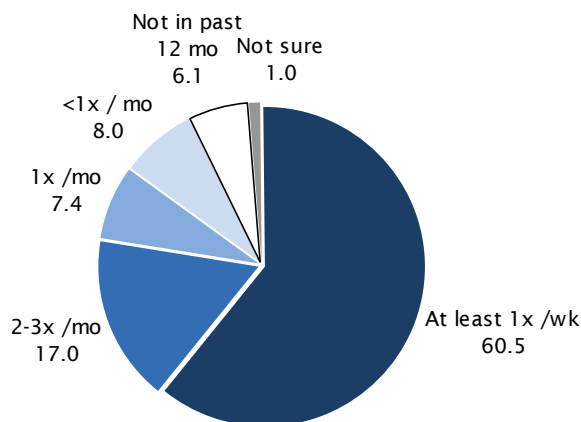
Having measured the recreation activities of interest to Del Mar residents, the survey transitioned to measuring residents' use of Del Mar parks and open space areas *in general*, profiling their opinions about how well these existing resources meet their household's recreation needs, and exploring their ideas for how parks and open space areas in the city could be improved. The questions in this section were purposely broad, applying to all parks and open space areas in the City of Del Mar with the exception of local beaches. Questions specific to Shores Park followed these general questions and are detailed in the next section of this report (see *Shores Park* on page 25).

FREQUENCY OF USE Questions 6 and 7 were designed to measure household use of Del Mar's parks and open space areas. Respondents were asked whether one or more members of their household had visited a Del Mar park or open space area in the 12 months prior to the interview and—if yes—how frequently their household typically visits these resources in Del Mar. The answers to both of these questions are combined in Figure 9.

Question 6 *Not including local beaches, have you or anyone else in your household visited a city park or open space area in Del Mar during the past 12 months?*

Question 7 *How frequently do you or other members of your household typically visit the parks or open space areas in Del Mar? At least once per week, two to three times per month, once per month, or less often than once per month?*

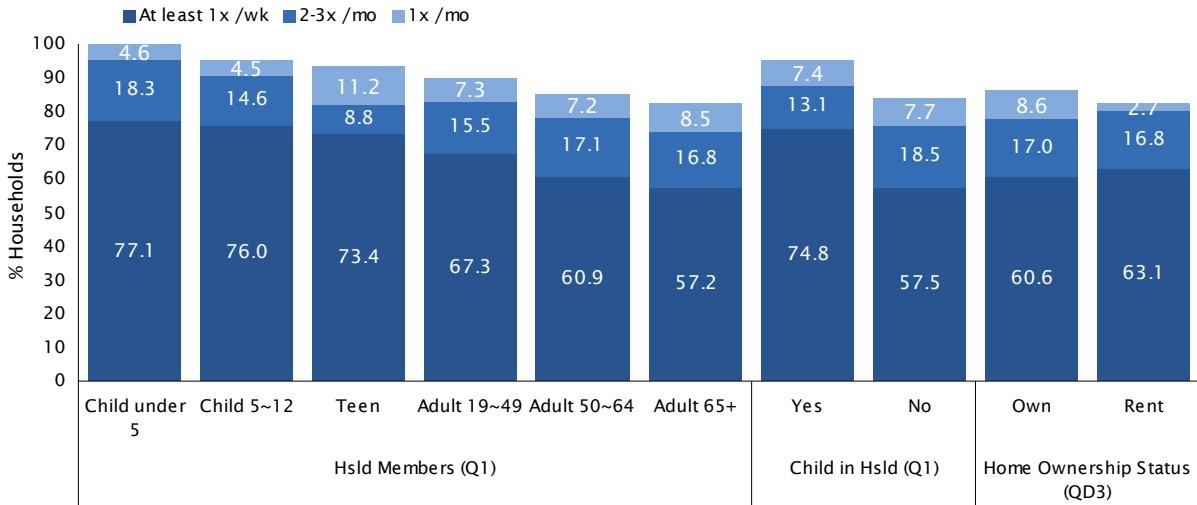
FIGURE 9 FREQUENCY OF PARK, OPEN SPACE VISITS



Overall, more than nine-in-ten respondents (93%) reported that at least one member of their household had visited a park and/or open space area in Del Mar during the 12 months prior to the interview. With respect to *frequency* of visits, 61% reported that their household visits a park or open space area in Del Mar at least once per week, 17% indicated they do so two to three times per month, 7% visit once per month, whereas 8% indicated that they visit a Del Mar park or open space area less often than once per month.

For the interested reader, Figure 10 shows how frequency of visiting a Del Mar park or open space area varied according to the age composition of the household, whether they have at least one child or teenager in the home, and home ownership status.

FIGURE 10 FREQUENCY OF PARK, OPEN SPACE VISITS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS



RATING OF DEL MAR PARKS All respondents (regardless of frequency of visitation) were next asked to rate the safety, appearance, and overall quality of Del Mar’s parks, as well as the variety of amenities available in the parks, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 11, Del Mar’s parks received high marks for safety (93% excellent or good), appearance (89%), and overall quality (85%). With respect to the variety of amenities available in Del Mar’s parks, however, residents provided much more modest ratings (56%). For the interested reader, Figures 12-22 on the following pages illustrate how opinions about Del Mar’s parks on each of these performance dimensions varied across resident subgroups.

Question 8 *In general, how do you rate the:_____ Del Mar's parks? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 11 RATING ASPECTS OF DEL MAR PARKS

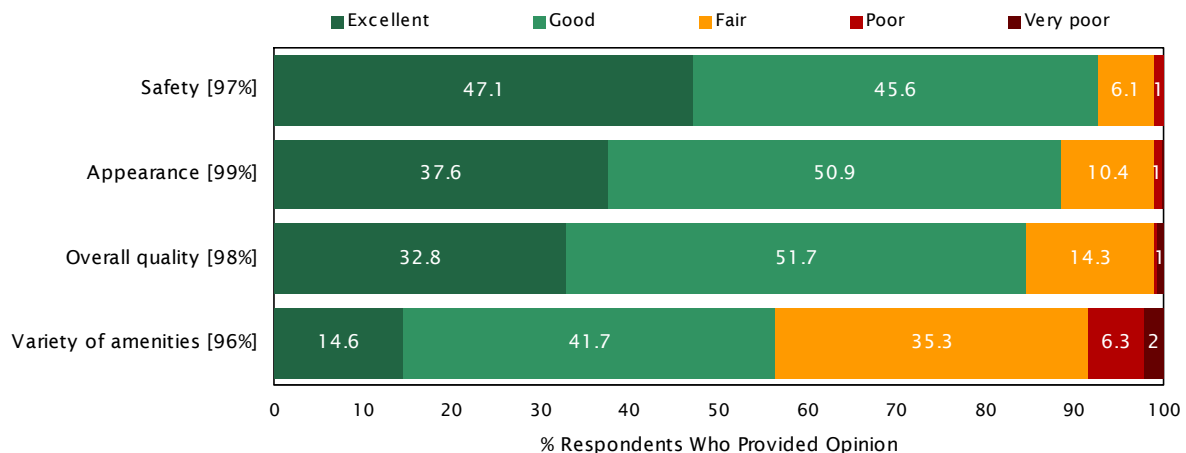


FIGURE 12 RATING SAFETY OF DEL MAR PARKS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS

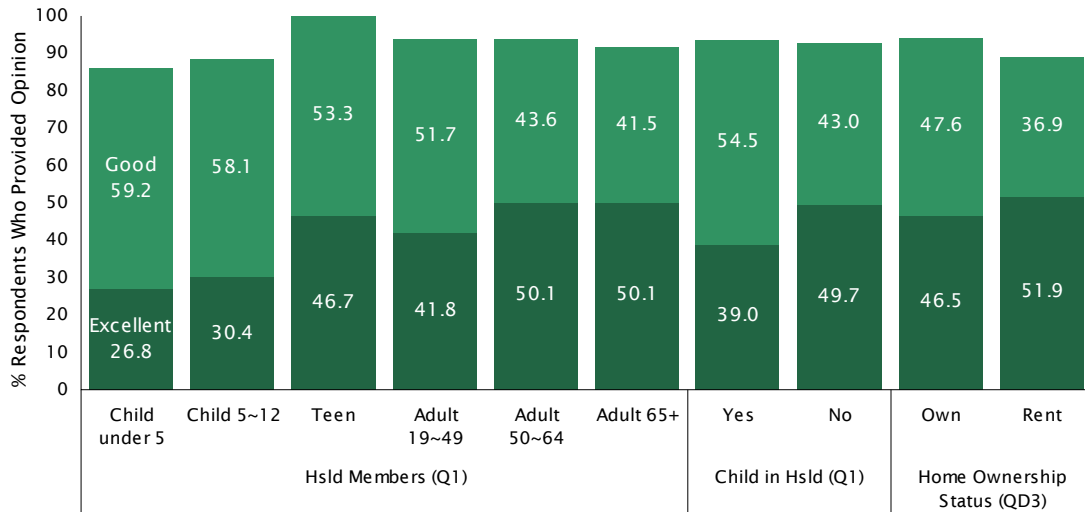


FIGURE 13 RATING SAFETY OF DEL MAR PARKS BY FREQUENCY OF PARK, OPEN SPACE VISITS & CHILD SPORTS PARTICIPATION

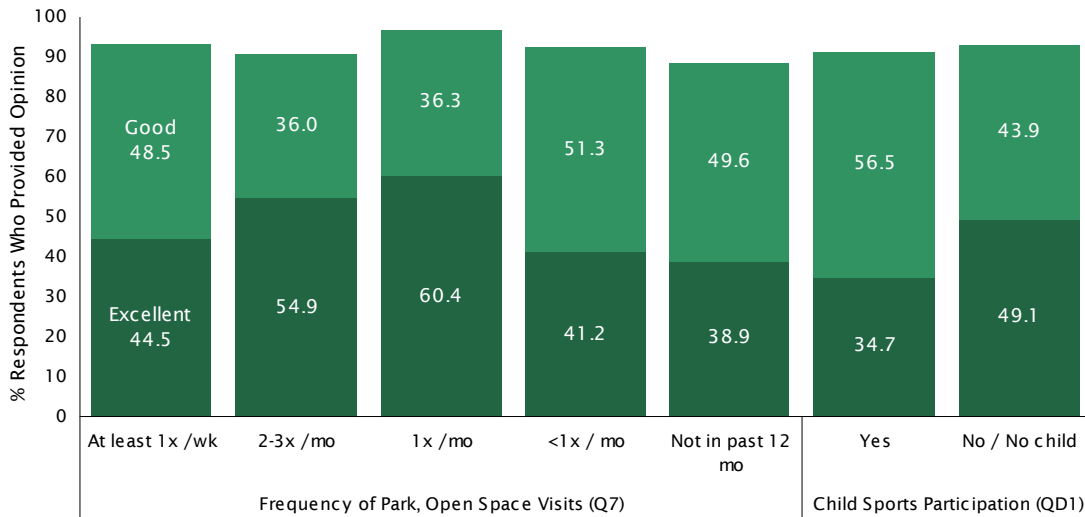


FIGURE 14 RATING APPEARANCE OF DEL MAR PARKS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS

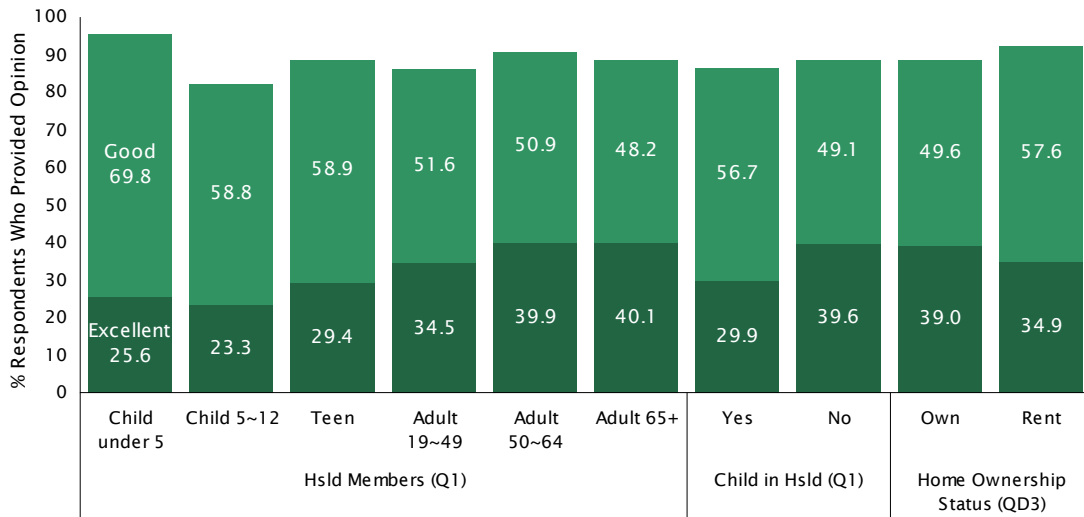


FIGURE 15 RATING APPEARANCE OF DEL MAR PARKS BY FREQUENCY OF PARK, OPEN SPACE VISITS & CHILD SPORTS PARTICIPATION

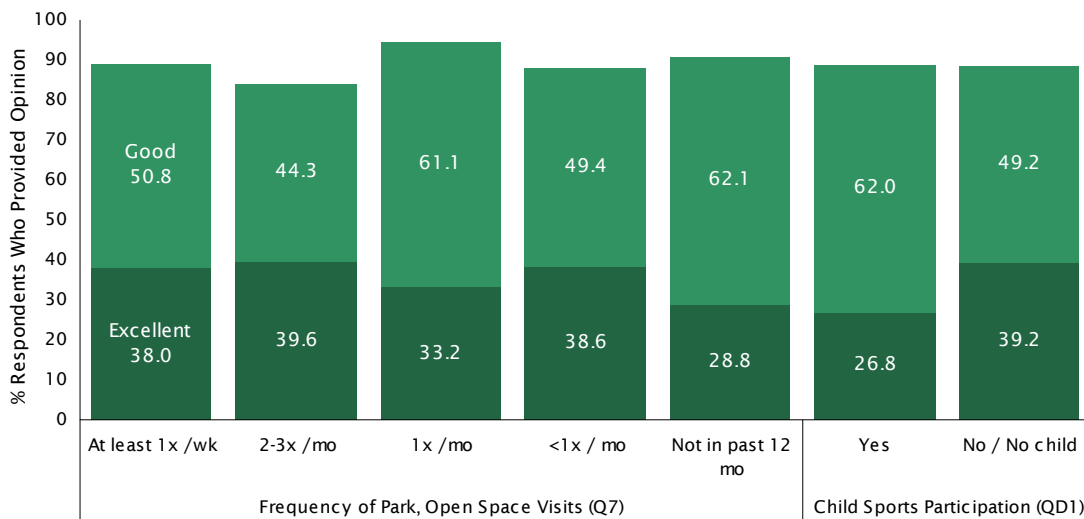


FIGURE 16 RATING OVERALL QUALITY OF DEL MAR PARKS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS

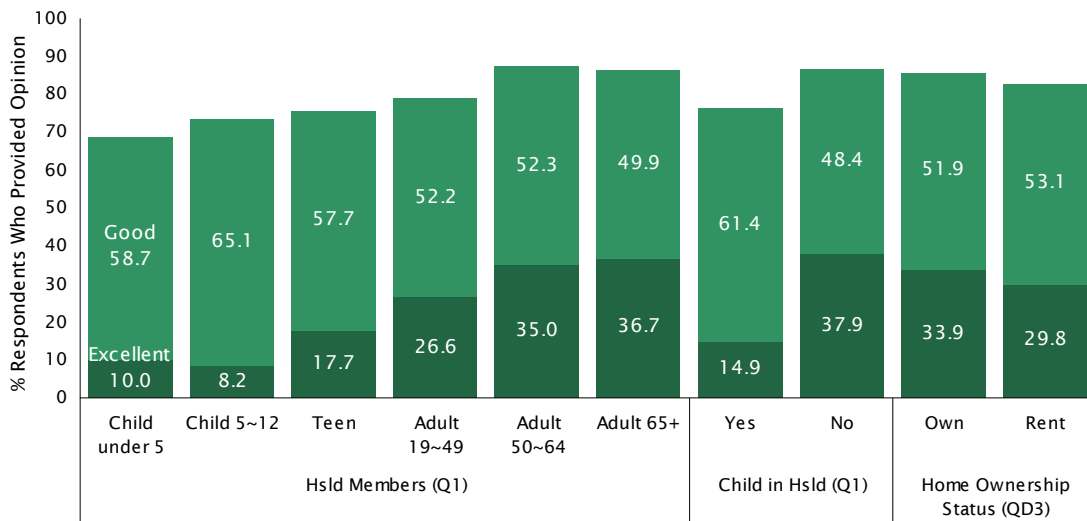


FIGURE 17 RATING OVERALL QUALITY OF DEL MAR PARKS BY FREQUENCY OF PARKS, OPEN SPACE VISITS & CHILD SPORTS PARTICIPATION

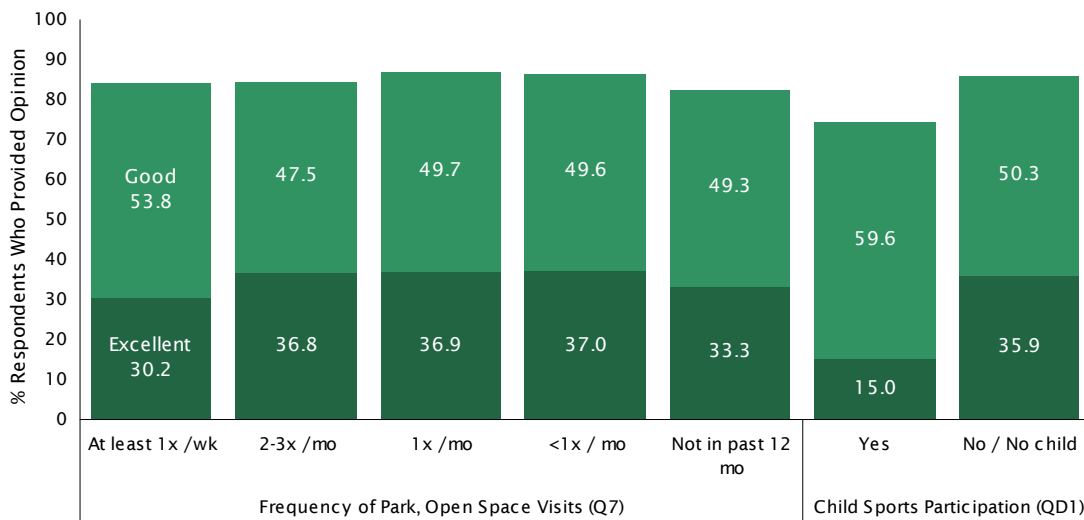


FIGURE 18 RATING VARIETY OF AMENITIES AT DEL MAR PARKS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS

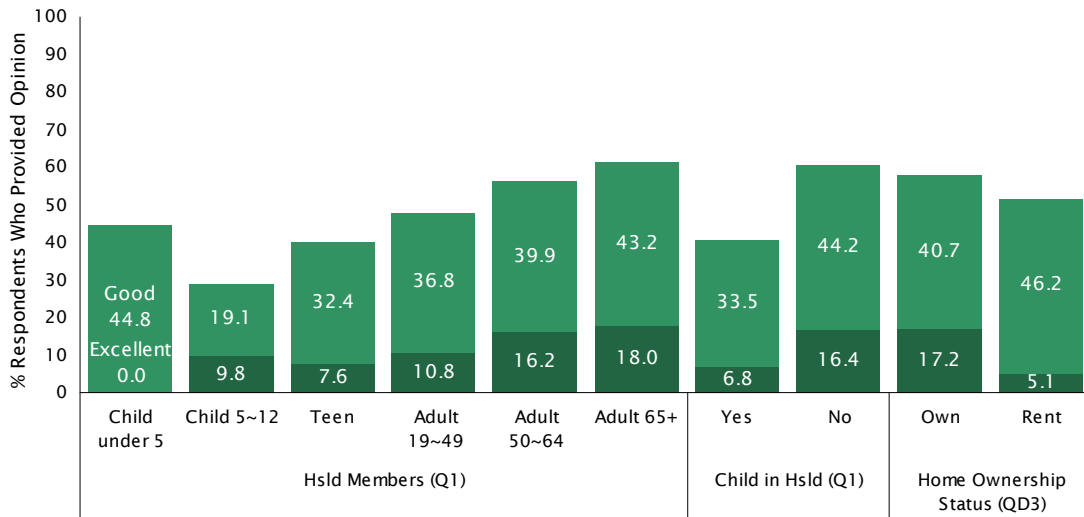
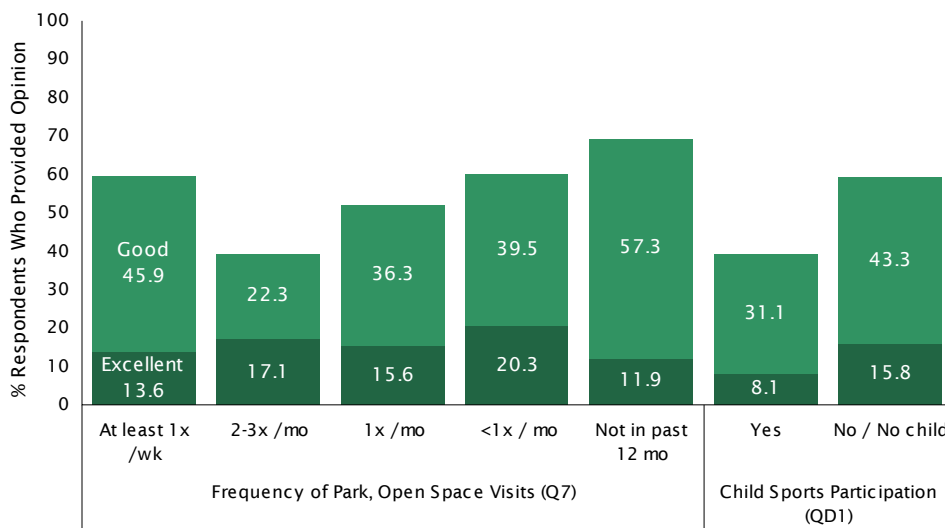


FIGURE 19 RATING VARIETY OF AMENITIES AT DEL MAR PARKS BY FREQUENCY OF PARKS, OPEN SPACE VISITS & CHILD SPORTS PARTICIPATION



HOW WELL ARE YOUR NEEDS BEING MET? The next question in this series asked residents to rate how well the existing parks and recreation facilities in Del Mar perform in meeting their household’s recreation needs using the scale of excellent, good, fair, poor or very poor. As shown in Figure 20 on the next page, most residents gave a positive assessment in response to Question 9, with 18% providing a rating of excellent and 45% providing a rating of good. An additional 27% indicated that the parks and recreation facilities in Del Mar do a fair job of meeting their household’s recreation needs. Overall, approximately 8% used poor or very poor to describe how well their needs are being met by the existing inventory, and 3% were unsure.

Figures 21 and 22 display how respondents varied in their assessments of how well Del Mar’s existing parks and recreation facilities are meeting the recreation needs of their households. As shown in the figures, households with children and/or teenagers were far less apt than their counterparts to indicate that the existing parks and recreation facilities in Del Mar are doing an excellent or good job of meeting their recreation needs.

Question 9 *Take a moment to think about your household's recreation needs. Do the existing parks and recreation facilities in Del Mar do an excellent, good, fair, poor or very poor job of meeting your household's recreation needs?*

FIGURE 20 OVERALL PARKS, REC FACILITIES RATING

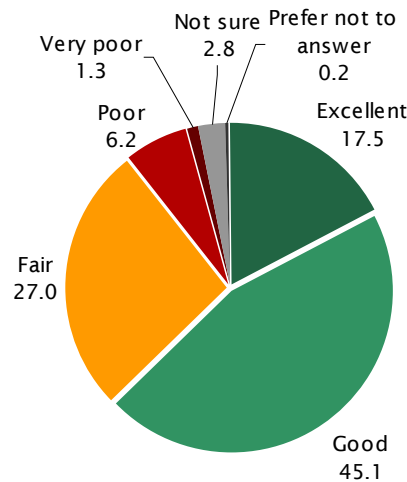


FIGURE 21 OVERALL PARKS, REC FACILITIES RATING BY HSLD MEMBERS & CHILD IN HSLD

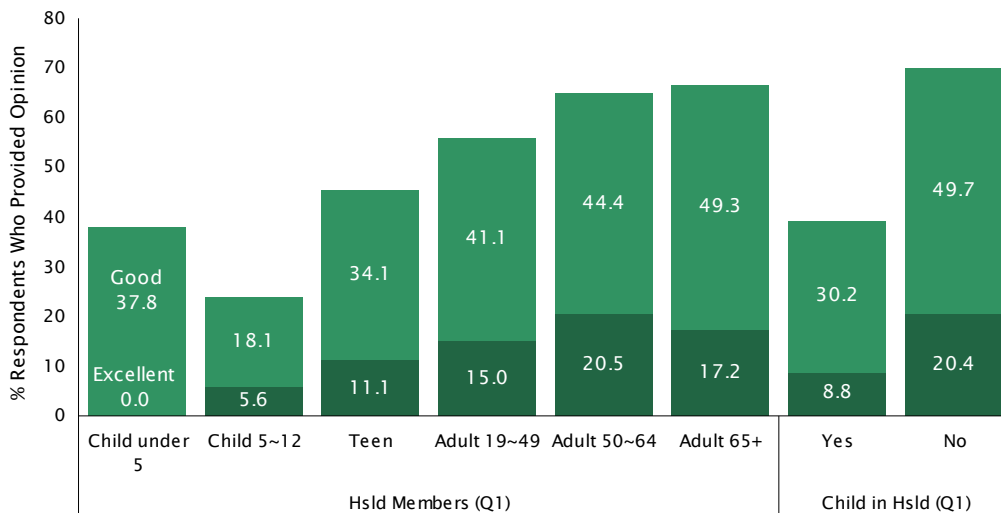
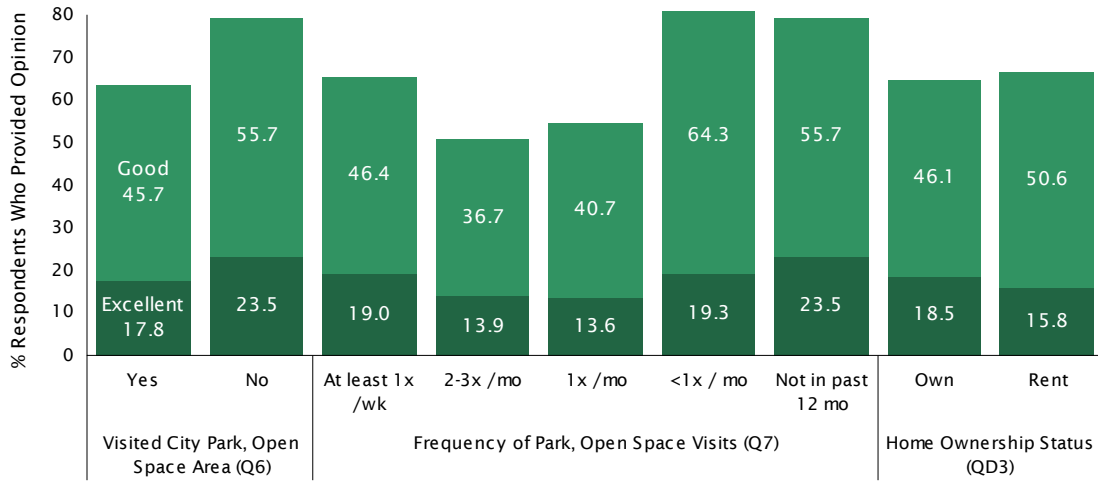


FIGURE 22 OVERALL PARKS, REC FACILITIES RATING BY VISITED CITY PARK, OPEN SPACE AREA, FREQUENCY OF PARK, OPEN SPACE VISITS & HOME OWNERSHIP STATUS



DESIRED PARK & OPEN SPACE IMPROVEMENTS Respondents were next asked if there are any improvements they would like made to parks and/or open space areas in Del Mar. Two-thirds of all respondents (67%) answered Question 12 in the affirmative (Figure 23). Moreover, as shown in Figures 24 and 25, some respondents were substantially more likely than others to perceive a need for improvements—most notably households with youth, those who had visited a park or open space area in Del Mar in the 12 months prior to the interview, and high frequency visitors.

Question 10 *Thinking of parks and open space areas in Del Mar, are there any improvements that you would like to see?*

FIGURE 23 DESIRE PARK, OPEN SPACE AREAS IMPROVEMENTS

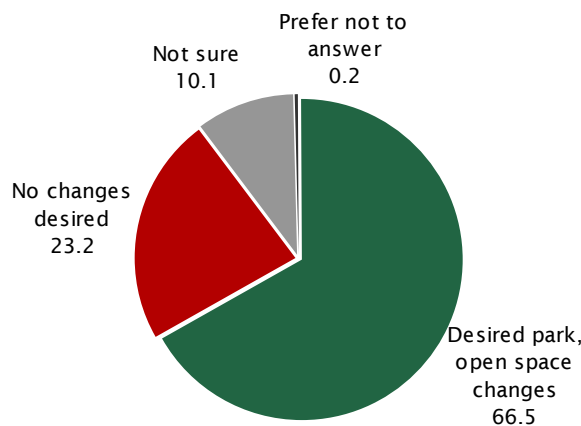


FIGURE 24 DESIRE PARK, OPEN SPACE AREAS IMPROVEMENTS BY HSLD MEMBERS & CHILD IN HSLD

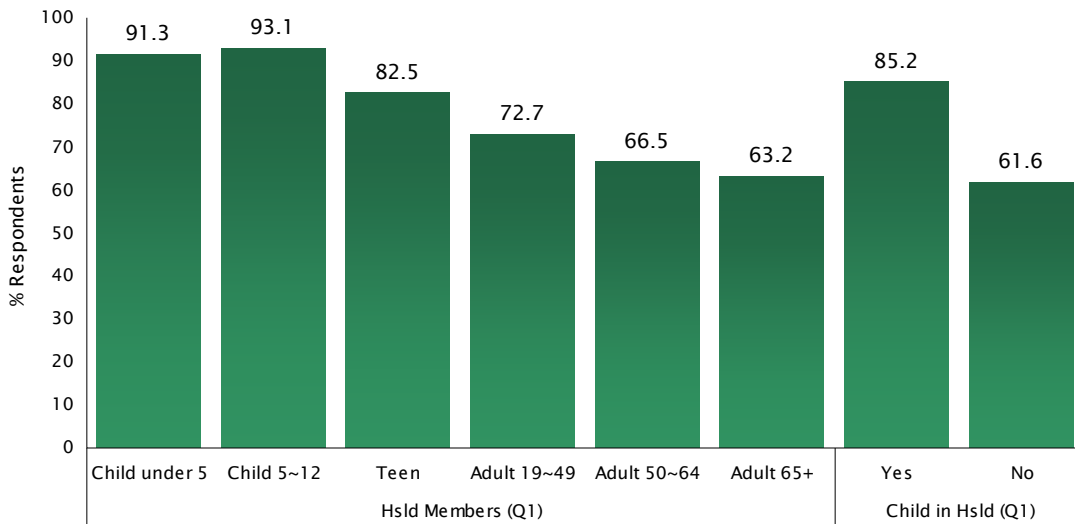
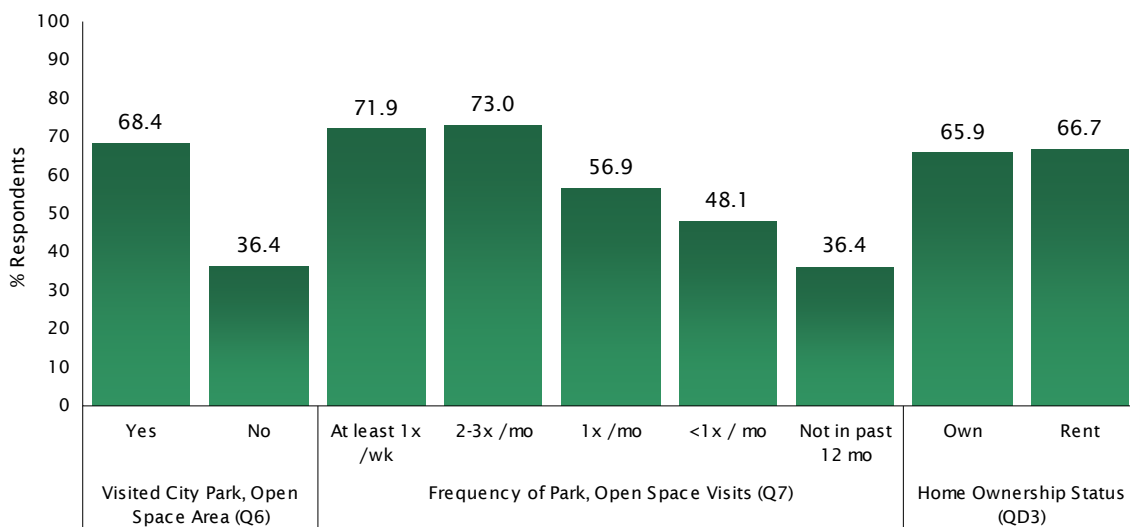


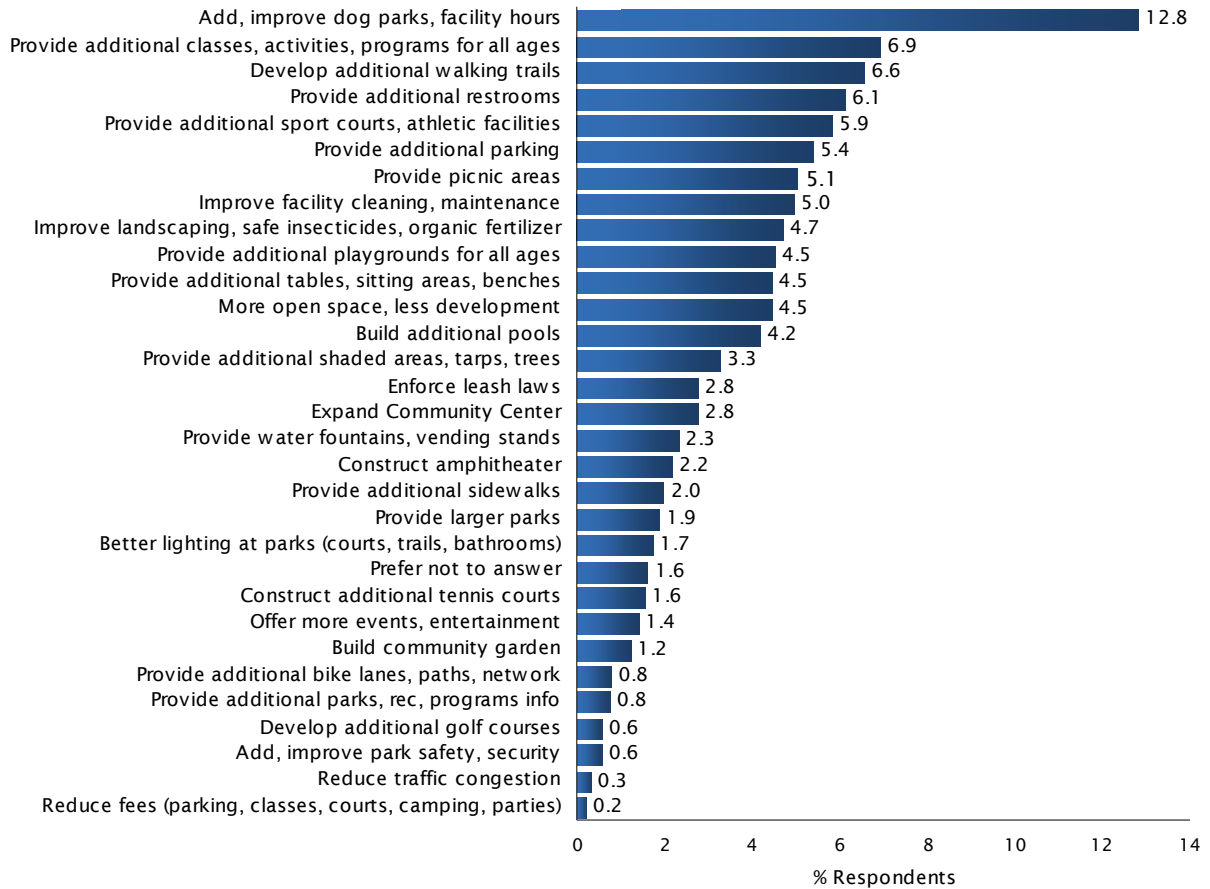
FIGURE 25 DESIRE PARK, OPEN SPACE AREAS IMPROVEMENT BY VISITED CITY PARK, OPEN SPACE AREA, FREQUENCY OF PARK, OPEN SPACE VISITS & HOME OWNERSHIP STATUS



SPECIFIC IMPROVEMENTS DESIRED Respondents who indicated that they desired improvements to parks and open space areas in Del Mar were next asked to briefly describe the improvements they most want. Question 11 was posed in an open-ended manner, thereby allowing respondents the opportunity to mention any changes that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 26. The percentage results shown in the figure have been calculated to represent the percentage of *all* respondents who suggested a particular change.

Question 11 Please briefly describe the improvements you would most want to see in Del Mar's parks and open space areas.

FIGURE 26 PARK, OPEN SPACE AREAS IMPROVEMENTS DESIRED



The improvement suggested most often in response to Question 11 was adding or improving dog parks/expanding hours for dog parks (13%), followed by providing additional classes, activities and programs for people of all ages (7%), walking trails (7%), restrooms (6%), sports courts/athletic facilities (6%), parking (5%), and picnic areas (5%).

SHORES PARK

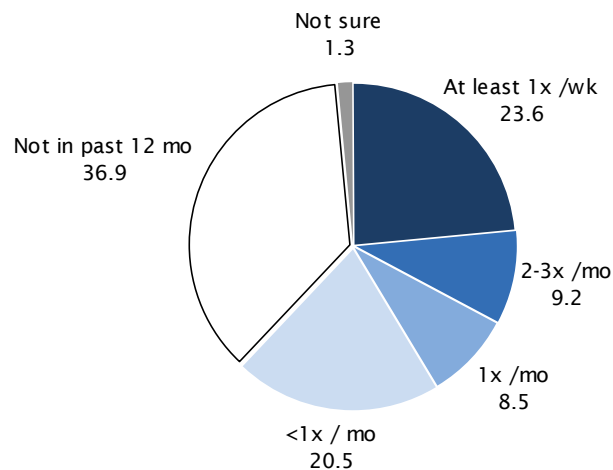
Whereas the questions in the prior section explored residents' use and opinions of Del Mar's parks and open space areas *in general*, at this point the survey narrowed to focus on Shores Park in particular. In addition to measuring prior visitation to Shores Park, reasons for not visiting the park (where applicable), and familiarity with the park, the survey explored the specific improvements residents most desire at this site and identified which amenities they feel should be priorities for inclusion in the Shores Park master plan.

FREQUENCY OF SHORES PARK VISIT Questions 12 and 14 were designed to measure household use of Shores Park. Respondents were asked whether one or more members of their household had visited Shores Park in the 12 months prior to the interview and—if yes—how frequently their household typically visits the park. The answers to both of these questions are combined in Figure 27.

Question 12 *Have you or anyone else in your household visited Shores Park in Del Mar during the past 12 months?*

Question 14 *How frequently do you or other members of your household typically visit Shores Park? At least once per week, two to three times per month, once per month, or less often than once per month?*

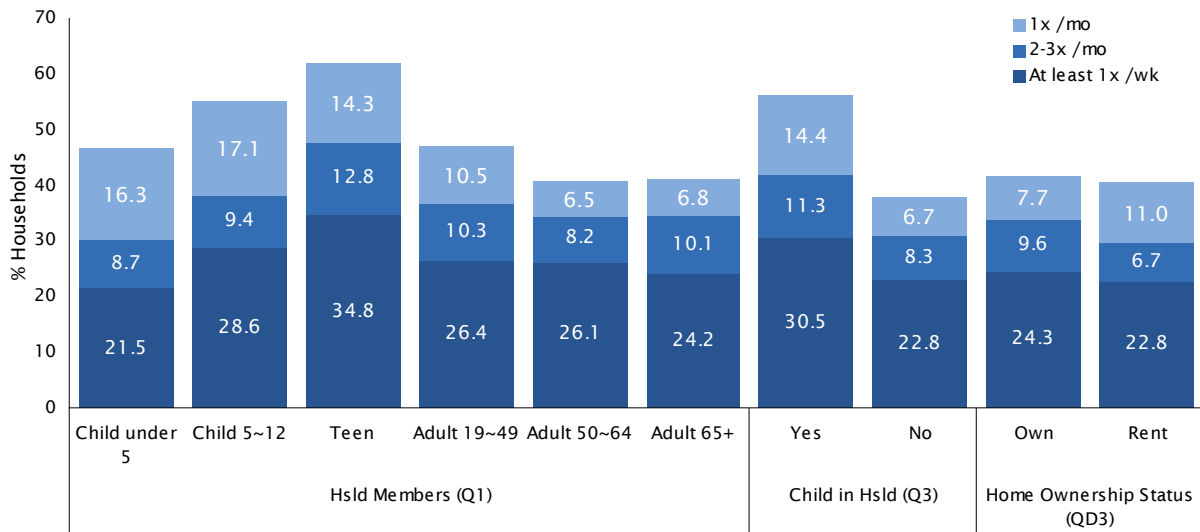
FIGURE 27 FREQUENCY OF SHORES PARK VISITS



Overall, more than half of respondents (62%) reported that at least one member of their household had visited Shores Park during the 12 months prior to the interview. With respect to *frequency* of visits, 24% reported that their household visits Shores Park at least once per week, 9% indicated they do so two to three times per month, 9% visit once per month, whereas 21% indicated that they visit Shores Park less often than once per month.

For the interested reader, Figure 28 on the next page shows how frequency of visiting Shores Park varied according to the age composition of the household, whether they have at least one child or teenager in the home, and home ownership status.

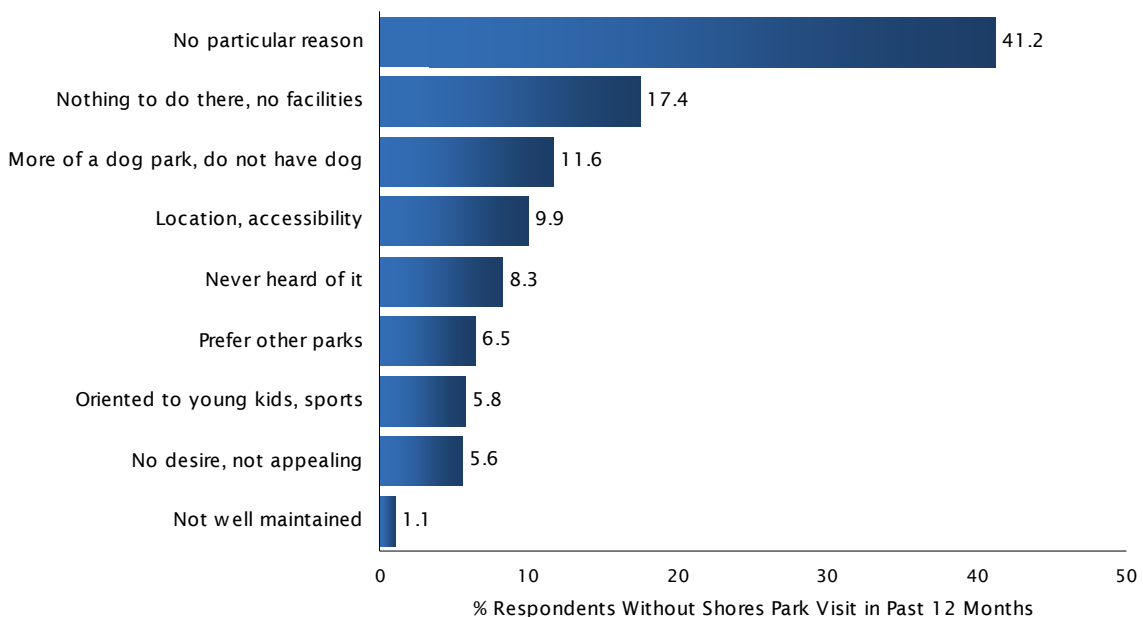
FIGURE 28 FREQUENCY OF SHORES PARK VISITS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS



REASONS FOR NOT VISITING Just over one-third of Del Mar households (37%) indicated that no member of their household had visited Shores Park in the 12 months prior to the interview. For respondents in this subgroup, the survey inquired as to whether there was a particular reason for their behavior. Question 13 was asked in an open-ended manner to allow respondents the opportunity to mention any reason that came to mind without prompting or restriction. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 29.

Question 13 *Is there a particular reason that your household hasn't regularly visited Shores Park?*

FIGURE 29 REASONS FOR NOT VISITING SHORES PARK

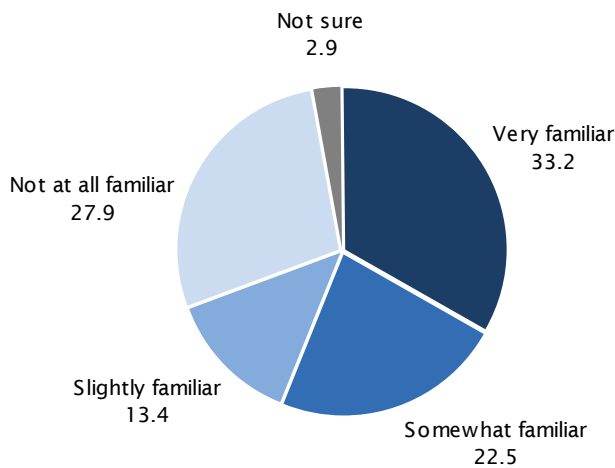


The most common response when asked why they have not visited Shores Park was there was no particular reason (41%), followed by a perception that there is nothing to do at the site/no facilities (17%), that it is more of a dog park and they do not have a dog (12%), or the location of the park/accessibility is an issue (10%).

FAMILIARITY WITH AMENITIES AT SHORES PARK Regardless of whether or not they had visited Shores Park in the prior year, all respondents were next asked to indicate how familiar they were with the amenities that are currently available at the park.

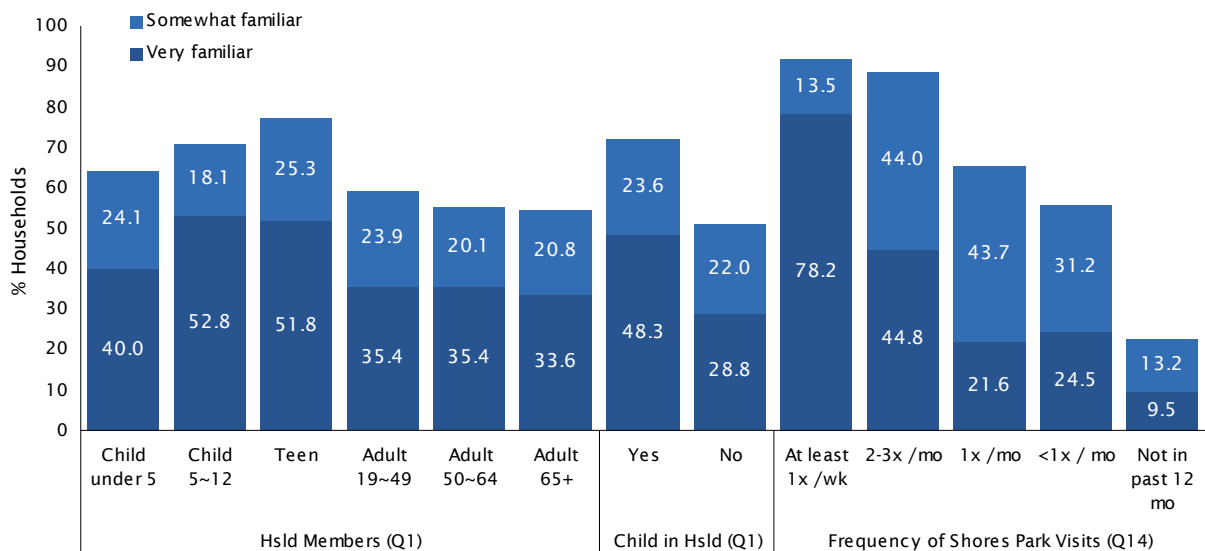
Question 15 *How familiar are you with the amenities that are currently available at Shores Park in Del Mar? Would you say you are very familiar, somewhat familiar, slightly familiar, or not at all familiar with the amenities in the park?*

FIGURE 30 FAMILIAR WITH SHORES PARK AMENITIES



The majority of Del Mar residents indicated they were either very familiar (33%) or somewhat familiar (23%) with the amenities available at Shores Park, whereas an additional 13% stated they were slightly familiar. Just over one-quarter of residents surveyed (28%) confided that they were not at all familiar with the amenities currently available at Shores Park, and 3% were unsure (Figure 30). Figure 31 shows how familiarity with the amenities currently available at Shores Park varied across subgroups of Del Mar households.

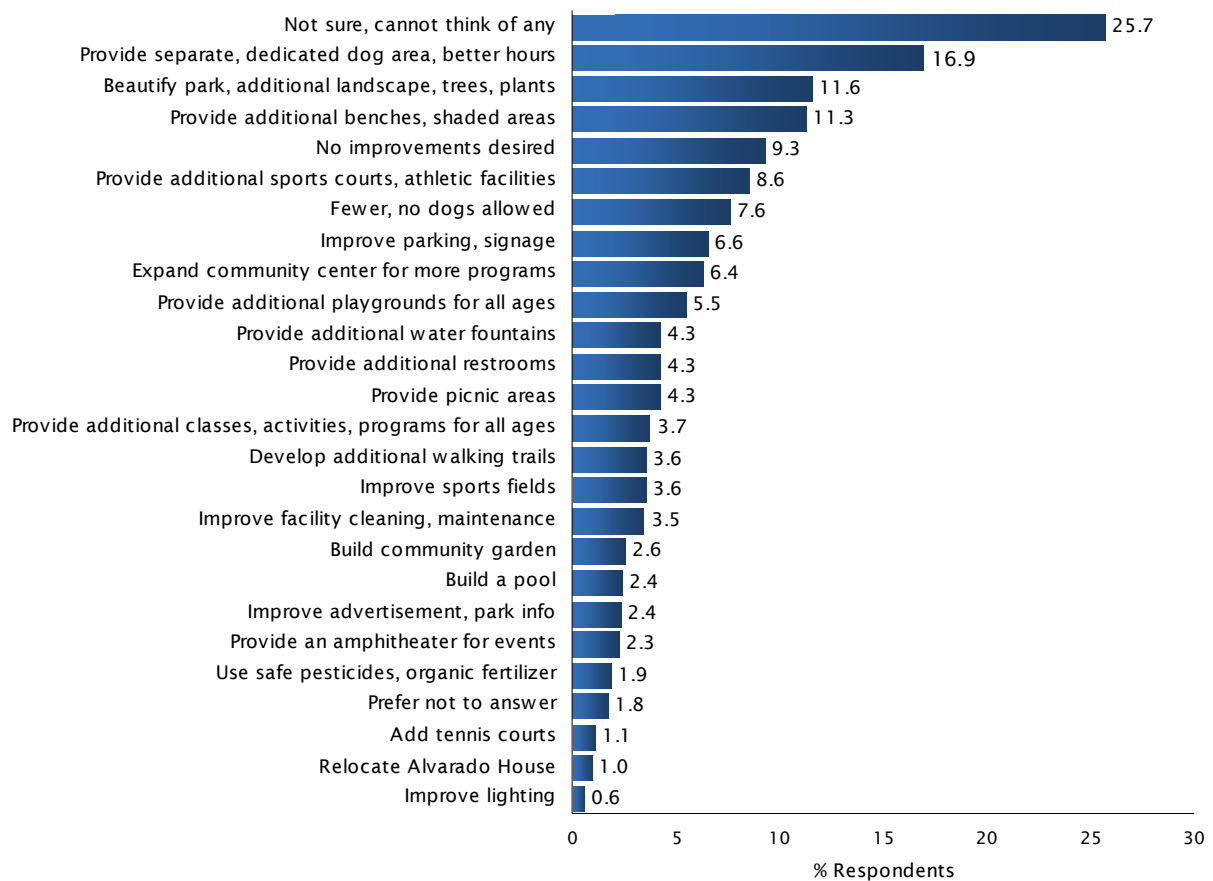
FIGURE 31 FAMILIARITY WITH SHORES PARK AMENITIES BY HSLD MEMBERS, CHILD IN HSLD & FREQUENCY OF SHORES PARK VISITS



DESIRED IMPROVEMENTS FOR SHORES PARK In an open-ended manner similar to that described previously, all respondents were next afforded the opportunity to identify up to three specific improvements that they would most like to see at Shores Park. Because multiple responses were allowed for Question 16, the percentages displayed in Figure 32 represent the percentage of respondents who mentioned the designated improvement.

Question 16 *If you could improve up to three aspects of Shores Park in Del Mar, what improvements would you most want to see?*

FIGURE 32 SHORES PARK IMPROVEMENTS DESIRED



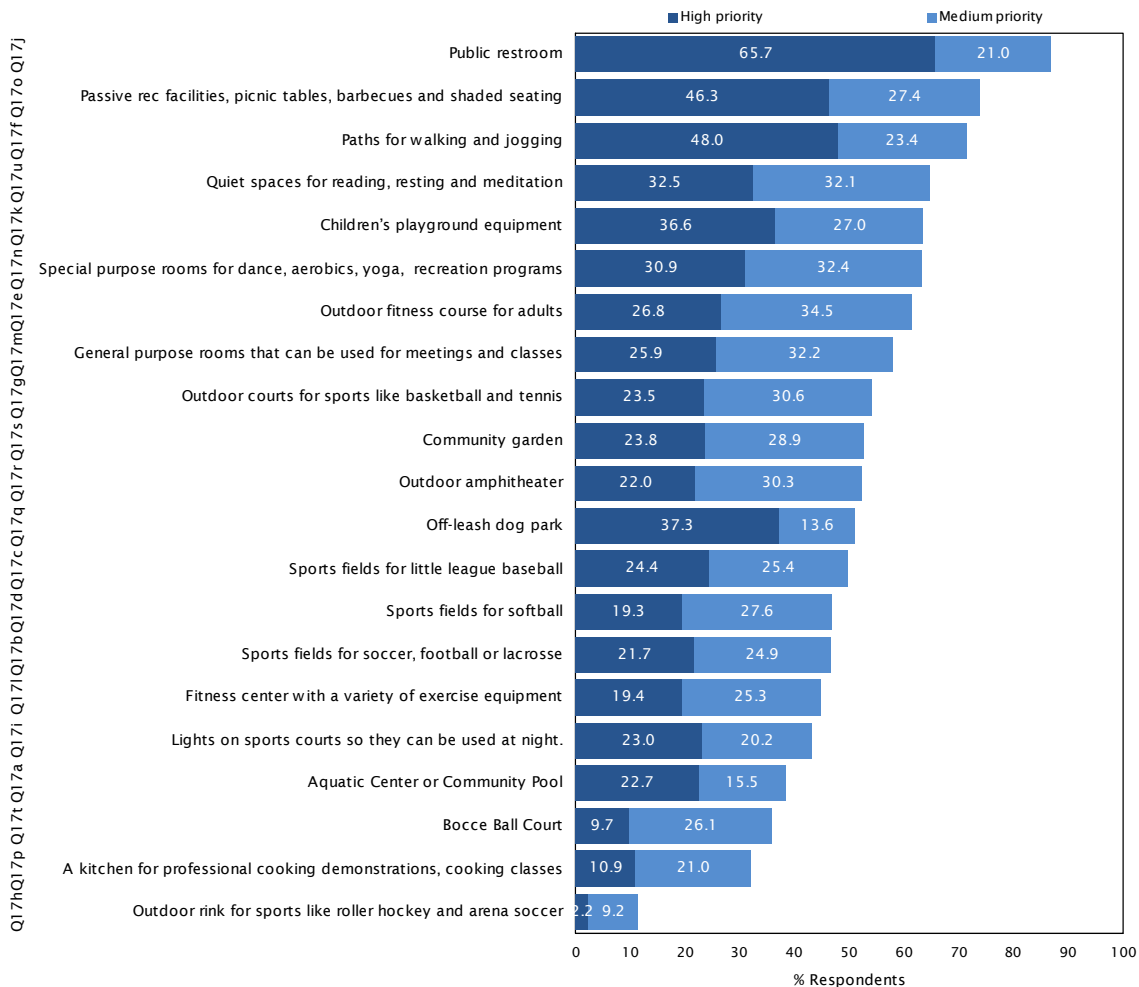
Approximately one quarter (26%) of respondents indicated that they could not think of an improvement they desired for Shores Park, and an additional 9% stated flatly that no improvements were needed or desired. Among the specific suggestions, providing a separate/dedicated dog park area and/or better hours for dog use at the Park was most common (17%), followed by a desire for beautification including more landscaping, trees and plants (12%), and additional benches and shaded seating areas (11%).

At least five percent of respondents also expressed a desire for additional sports courts/athletic facilities (9%), fewer dogs/that dogs not be allowed in the Park (8%), improved parking and signage (7%), improved community center with more programs (6%), and additional playgrounds for all ages (6%).

PRIORITY AMENITIES FOR SHORES PARK MASTER PLAN Whereas Question 16 asked respondents in an *open-ended* manner to describe the improvements they desire for Shores Park, Question 17 asked that they prioritize among 21 specific amenities that could be included in Shores Park under the master plan. The format of the question was straightforward: after informing respondents that the City is in the process of developing a master plan for Shores Park and must prioritize among amenities due to the small size of the park and a limited budget, respondents were asked whether each amenity shown in Figure 33 should be a high, medium, or low priority for inclusion—or if the amenity should not be included in the park. To avoid a systematic position bias, the amenities were tested in a random order for each respondent.

Question 17 *The City of Del Mar is in the process of creating a Master Plan for Shores Park to guide long term improvements to the park. The Master Plan will be a "blue print" for the future that identifies the types of amenities that may be included in the park, and the types of activities it will support. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in Shores Park. If you think the amenity should not be included in the park, just say so. Please keep in mind that due to the small size of the park and a limited budget, not all amenities can be high priorities.*

FIGURE 33 SHORES PARK MASTER PLAN PRIORITIES



The amenities are sorted in Figure 33 from high to low based on the proportion of respondents who indicated that an amenity was *at least* a medium priority for inclusion. Among the amenities tested, Del Mar residents assigned the highest priority to a public restroom (87% high or medium priority), followed by passive recreation facilities including picnic tables, barbecues and shaded seating (74%), paths for walking and jogging (71%), quiet spaces for reading, resting and meditation (65%), childrens playground equipment (64%), special purpose rooms for dance, aerobics, yoga and recreation programs (63%), an outdoor fitness course for adults (61%), and general purpose rooms that can be used for meetings and classes (58%).

At the other end of the spectrum, an outdoor rink for sports like roller hockey and arena soccer (11%), a kitchen for professional cooking demonstrations and cooking classes (32%), a bocce ball court (36%), and an Aquatic Center or community pool (38%) were viewed as much lower priorities.

For the interested reader, Tables 4 and 5 show how the percentage who assigned each amenity *high priority* status varied across subgroups of Del Mar households. The amenities that had the highest percentage of respondents assign a high priority rating in each subgroup are highlighted in green to ease comparisons.

TABLE 4 SHORES PARK MASTER PLAN PRIORITIES BY HSLD MEMBERS (SHOWING% HIGH PRIORITY)

	HslD Members (Q1)					
	Child under 5	Child 5~12	Teen	Adult 19~49	Adult 50~64	Adult 65+
Public restroom	75	69	68	61	61	66
Paths for walking and jogging	36	48	53	45	45	48
Passive rec facilities, picnic tables, barbecues and shaded seating	52	72	53	49	49	48
Off-leash dog park	35	27	37	41	41	33
Children's playground equipment	66	59	36	45	45	34
Quiet spaces for reading, resting and meditation	15	19	29	28	28	33
Special purpose rooms for dance, aerobics, yoga, recreation programs	37	33	30	29	29	31
Outdoor fitness course for adults	15	26	37	26	26	28
General purpose rooms that can be used for meetings and classes	5	25	15	20	20	32
Sports fields for little league baseball	32	28	20	17	17	30
Community garden	17	33	29	24	24	23
Outdoor courts for sports like basketball and tennis	45	73	50	35	35	16
Lights on sports courts so they can be used at night.	35	40	43	37	37	14
Aquatic Center or Community Pool	54	43	35	33	33	17
Outdoor amphitheater	31	23	22	28	28	21
Sports fields for soccer, football or lacrosse	57	50	42	31	31	16
Fitness center with a variety of exercise equipment	18	13	22	21	21	18
Sports fields for softball	11	21	19	15	15	23
A kitchen for professional cooking demonstrations, cooking classes	-	18	14	12	12	11
Bocce Ball Court	5	6	22	16	16	4
Outdoor rink for sports like roller hockey and arena soccer	9	15	3	5	5	0

TABLE 5 SHORES PARK MASTER PLAN PRIORITIES BY CHILD IN HSLD & FREQUENCY OF SHORES PARK VISITS (SHOWING% HIGH PRIORITY)

	Child in Hslid (Q1)		Frequency of Shores Park Visits (Q14)				
	Yes	No	At least 1x /wk	2-3x /mo	1x /mo	<1x /mo	Not in past 12 mo
Public restroom	69	66	65	60	59	69	68
Paths for walking and jogging	48	49	54	54	38	48	45
Passive recreation facilities including picnic tables, barbecues and shade	56	45	57	51	40	46	41
Off-leash dog park	34	39	62	49	32	37	20
Children's playground equipment	51	33	36	48	34	40	33
Quiet spaces for reading, resting and meditation	25	35	48	26	24	28	29
Special purpose rooms to be used for dance, aerobics, yoga, recreation	33	31	37	29	24	33	27
Outdoor fitness course for adults	29	27	30	31	14	27	26
General purpose rooms that can be used for meetings and classes	17	29	34	26	17	26	21
Sports fields for little league baseball	24	24	24	20	29	29	23
Community garden	31	22	24	37	29	20	23
Outdoor courts for sports like basketball and tennis	53	16	27	19	31	27	19
Lights on sports courts so they can be used at night.	42	19	24	23	32	29	18
Aquatic Center or Community Pool	43	17	21	18	26	29	21
Outdoor amphitheater	25	22	27	19	21	19	21
Sports fields for soccer, football or lacrosse	44	15	25	29	40	21	15
Fitness center with a variety of exercise equipment	20	20	26	27	5	22	15
Sports fields for softball	18	20	24	11	27	18	17
A kitchen for professional cooking demonstrations and cooking classes	14	11	17	16	14	11	5
Bocce Ball Court	15	9	15	8	14	11	6
Outdoor rink for sports like roller hockey and arena soccer	8	1	3	3	8	0	2

ANTICIPATED FUTURE USE The final question in this series was designed to measure the impact that an improved Shores Park would have on visitation to the site. If Shores Park were to include some of the amenities that respondents personally identified as being a high priority, more than half (53%) indicated that their household would visit the park weekly, 23% would visit two to three times per month, and 9% offered that their household would visit the park once per month. Even if the park were to include some of the amenities the respondent identified as being a high priority, 7% indicated they would visit Shores Park less often than once per month, 5% would not visit the park, and 3% were unsure. Figures 35 and 36 show how anticipated future use of Shores Park varied across subgroups of Del Mar households

Question 18 *If Shores Park were to include some of the amenities that you identified previously as being a high priority, how frequently would you and other members of your household visit Shores Park? At least once per week, two to three times per month, once per month, less often than once per month, or would you not visit Shores Park?*

FIGURE 34 FREQUENCY OF FUTURE SHORES PARK VISITS

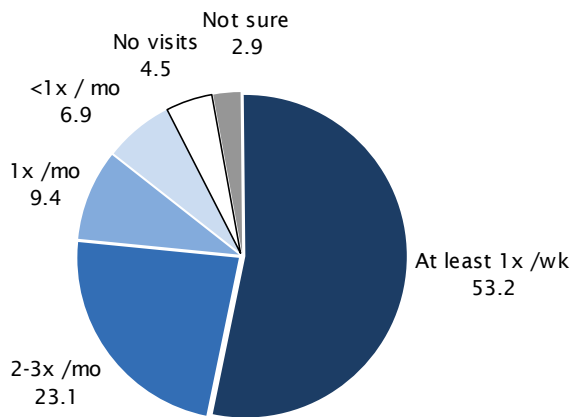


FIGURE 35 FREQUENCY OF FUTURE SHORES PARK VISITS BY HSLD MEMBERS, CHILD IN HSLD & HOME OWNERSHIP STATUS

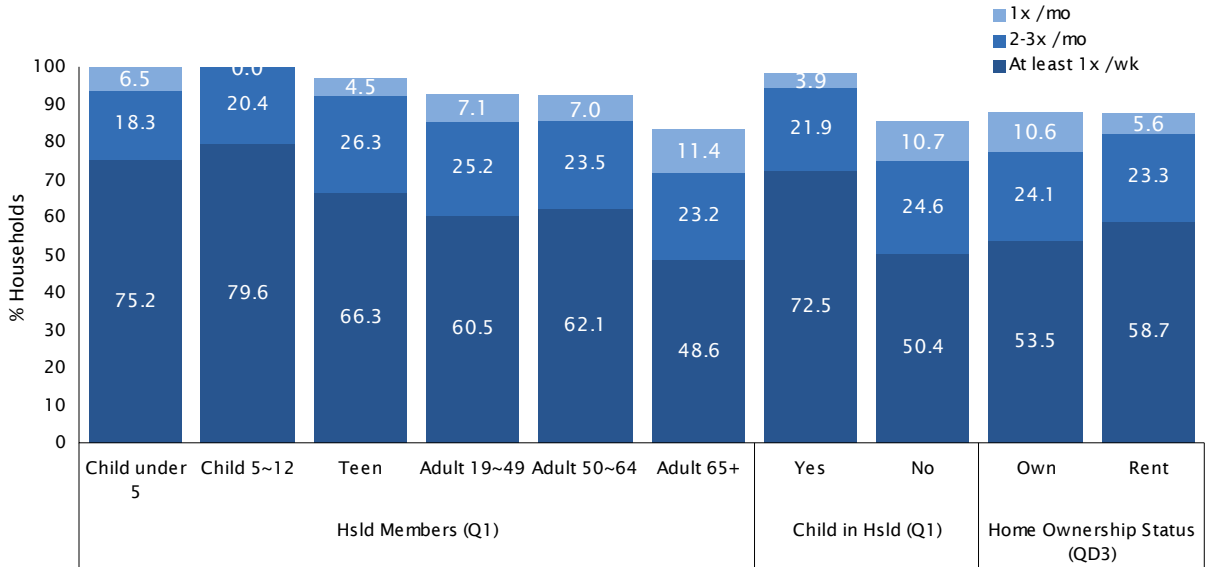
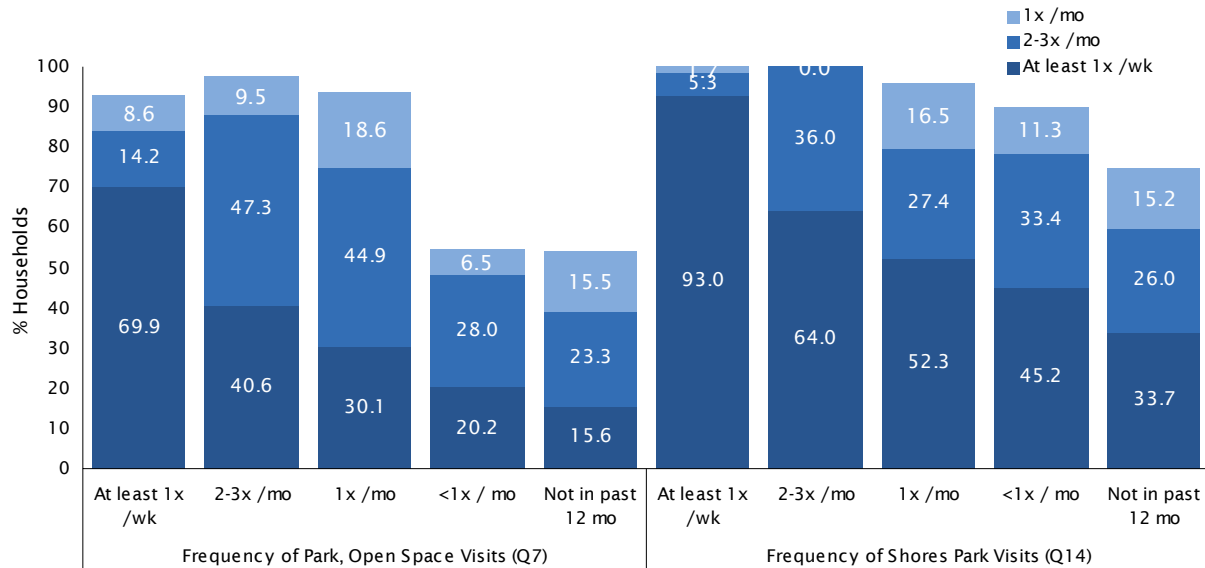


FIGURE 36 FREQUENCY OF FUTURE SHORES PARK VISITS BY FREQUENCY OF PARK, OPEN SPACE VISITS & FREQUENCY OF SHORES PARK VISITS





M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the Del Mar City Council, staff, and Shores Advisory Committee—as well as Schmidt Design Group—to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated that their household contains one or more children/teenagers (Question 1) were asked to describe the recreation activities engaged in by the youth in their household (Question 4). The questionnaire included with this report (see *Questionnaire & Toplines* on page 35) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North prior to formally beginning the survey.

SAMPLE, RECRUITING & DATA COLLECTION All voter households in Del Mar were provided the opportunity to participate, with one voter per household randomly selected to receive an invitation given that the questionnaire asked the respondent to report on the recreation interests and activities for all members of the household—adult and youth. Once selected, respondents were recruited to participate in the survey using multiple recruiting methods. Using a combination of mailed and emailed invitations, sampled households were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each respondent was assigned a unique passcode to ensure that only Del Mar residents who received an invitation could access the online survey site, and that each household could complete the survey only one time. Following a two-week period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of sampled voters in Del Mar that had yet to participate in the online survey as a result of the mailed or emailed invitation.

A total of 402 Del Mar households participated in the survey between March 11 and April 12, 2015. It should be noted that the resulting sample was strikingly similar to Census 2010 figures for the age composition of Del Mar households, indicating that the participation rate was balanced across subgroups and not disproportionately high or low on a factor (age) that is strongly

related to interest in recreation activities/amenities. With a sample of 402 households, the estimated statistical margin of error is approximately +/- 4.3% at the 95% level of confidence.

Telephone interviews averaged 15 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.



Del Mar Shores Park Survey
Final Toplines
April 2015

Section 1: Introduction to Study - Phone Recruit

Hi, may I please speak to _____. My name is _____ and I'm calling on behalf of the City of Del Mar. The City recently sent you a letter asking for your participation in a short survey about parks and recreation in Del Mar. I'd like to get your opinions - it should take about 10 minutes.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If says they already participated in the City's survey: If you participated in the City's survey in November or December, that was a **different** survey. This survey focuses on parks and recreation in Del Mar.

If needed: If now is not a convenient time, can you let me know a better time so I can call back? *If the person asks why you need to speak to the listed person or if they ask to participate instead, explain:* For statistical purposes, at this time the survey must only be completed by this particular individual.

Section 2: Household Profile

To begin, let me ask you about the ages of people in your household. This will allow me to limit the survey to questions that are appropriate to your household.

Q1 Do you have _____ in your household?

	<i>Read in Order</i>	Yes	No	Prefer not to answer
A	A child under the age of 5	4%	94%	2%
B	A child between 5 and 12	8%	90%	2%
C	A teenager between 13 and 18	11%	87%	2%
D	An adult between the ages of 19 and 49	32%	67%	2%
E	An adult between the ages of 50 and 64	40%	58%	1%
F	An adult 65 years of age or older	52%	47%	2%

Section 3: Recreation Activities

Q2 Thinking of the **adult** members of your household, what recreation activities do the adults in your household engage in most often? By *recreation*, we mean play and exercise, as well as passive activities such as walking/jogging, hobbies, and picnicking. Verbatim responses recorded and later grouped into the categories shown below.

Walking, jogging, running	74%
Biking	18%
Surfing	16%
Picnic, BBQ	15%
Hiking, nature walks	15%
Exercise, gym	14%

Del Mar Shores Park Survey

April 2015

Swimming	14%				
Go to park, beaches	13%				
Walking dog, visiting dog park	11%				
Golf	11%				
Gardening	8%				
Tennis	7%				
Board games, cards, reading, meditating	7%				
Yoga	7%				
Dance, music, theater, movies	4%				
Variety of sports	4%				
Socializing with friends, family	4%				
Beach activities, sports	4%				
Do not engage in recreation activities	4%				
Arts, crafts	3%				
Volleyball	3%				
Dining out	3%				
Basketball	2%				
Attend social events, programs	2%				
Fishing	2%				
Traveling	2%				
Photography	2%				
Kayaking	2%				
Soccer	1%				
Martial arts	1%				
Cooking	1%				
Q3	Next, I'm going to read a short list of recreation activities . For each that I read, please indicate whether one or more of the adults in your household would be very interested or somewhat interested in participating in the activity. If no adult in your household would be interested in participating in the activity, just say so. Here is the (first/next) one: -----				
	<i>Randomize</i>	Very Interested	Somewhat Interested	Not Interested	Prefer not to answer
A	Soccer	9%	13%	77%	0%
B	Softball	5%	14%	80%	1%
C	Basketball	9%	19%	71%	1%
D	Volleyball	11%	20%	68%	1%

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Page 2

E	Walking, jogging, running, or hiking	82%	13%	5%	1%
F	Fitness and exercise classes	50%	33%	17%	1%
G	Yoga	38%	36%	25%	1%
H	Gardening	35%	36%	28%	1%
I	Cooking	38%	37%	25%	1%
J	Martial arts	4%	14%	80%	1%
K	Swimming in a pool	35%	28%	36%	1%
L	Arts and crafts	22%	39%	38%	0%
M	Dance or theater	31%	34%	35%	0%
N	Walking dog or visiting a dog park	43%	12%	44%	2%
O	Outdoor picnics	44%	35%	20%	0%
P	Quiet, stationary activities such as reading or meditating	53%	29%	17%	1%

Ask Q4 and Q5 if Q1a, Q1b OR Q1c = 1.

Q4	Thinking of the children and/or teenagers in your household, what recreation activities do they engage in most often? <i>Probe:</i> Any others? Verbatim responses recorded and later grouped into the categories shown below.				
	Swimming				34%
	Soccer				28%
	Surfing				28%
	Walking, jogging, running				21%
	Basketball				20%
	Biking				19%
	Tennis				18%
	Variety of sports in general				14%
	Visiting parks				13%
	Dance, music, theater				12%
	Beach activities, sports				12%
	Volleyball				11%
	Skateboarding				10%
	Baseball				9%
	Martial arts				7%
	Arts, crafts				6%
	Exercise, gym				6%
	Football				6%
	Hiking, nature walks				6%
	Reading, library				6%
	Walking dog, visiting dog park				6%

	Yoga				5%	
	Picnic, BBQ				3%	
	Going to beach				3%	
	Do not engage in recreation activities				3%	
	Not sure				2%	
	Softball				1%	
	Board games, cards, video games				1%	
Q5	Next, I'm going to read a short list of recreation activities . For each that I read, please indicate whether one or more of the children or teenagers in your household would be very interested or somewhat interested in participating in the activity. If no child or teenager in your household would be interested in participating in the activity, just say so. Here is the (first/next) one:.....					
	<i>Randomize</i>		Very Interested	Somewhat Interested	Not Interested	Prefer not to answer
A	Soccer		36%	22%	42%	0%
B	Baseball		14%	23%	63%	0%
C	Softball		9%	26%	66%	0%
D	Basketball		30%	35%	35%	0%
E	Volleyball		25%	40%	35%	0%
F	Football		27%	14%	59%	0%
G	Lacrosse		18%	22%	60%	0%
H	Fitness & exercise classes		33%	28%	39%	0%
I	Yoga		21%	34%	45%	0%
J	Martial arts		11%	30%	59%	0%
K	Swimming in a pool		71%	17%	12%	0%
L	Arts and crafts		39%	27%	34%	0%
M	Dance or theater		29%	40%	32%	0%
N	Walking dog or visiting a dog park		37%	17%	46%	0%
O	Skateboarding		29%	26%	45%	0%
P	Walking, jogging, running, or hiking		55%	34%	11%	0%

Section 4: Park Visitation & General Perceptions

Q6	Not including local beaches, have you or anyone else in your household visited a city park or open space area in Del Mar during the past 12 months?								
	1	Yes	94%		Ask Q7				
	2	No	6%		Skip to Q8				
	98	Not sure	0%		Skip to Q8				
	99	Prefer not to answer	0%		Skip to Q8				
Q7	How frequently do you or other members of your household typically visit the parks or open space areas in Del Mar? At least once per week, two to three times per month, once per month, or less often than once per month?								
	1	At least once per week	65%						
	2	2 to 3 times per month	18%						
	3	Once per month	8%						
	4	Less often than once per month	9%						
	98	Not sure	1%						
	99	Prefer not to answer	0%						
Q8	In general, how do you rate the: _____ Del Mar's parks? Would you say it is excellent, good, fair, poor or very poor?								
	Randomize		Excellent	Good	Fair	Poor	Very poor	Not sure	Prefer not to answer
A	Safety of		46%	44%	6%	1%	0%	3%	0%
B	Appearance of		37%	50%	10%	1%	0%	1%	0%
C	Overall quality of		32%	51%	14%	0%	1%	2%	0%
D	The variety of amenities available in		14%	40%	34%	6%	2%	3%	0%

Section 5: Perceived Park & Rec Facility Needs

Q9	Take a moment to think about your household's recreation needs. Do the existing parks and recreation facilities in Del Mar do an excellent, good, fair, poor or very poor job of meeting your household's recreation needs?							
	1	Excellent	17%					
	2	Good	45%					
	3	Fair	27%					
	4	Poor	6%					
	5	Very Poor	1%					
	98	Not sure	3%					
	99	Prefer not to answer	0%					

Q10	Thinking of parks and open space areas in Del Mar, are there any improvements that you would like to see?			
	1	Yes	67%	Ask Q11
	2	No	23%	Skip to Q12
	98	Not sure	10%	Skip to Q12
	99	Prefer not to answer	0%	Skip to Q12
Q11	Please briefly describe the improvements you would most want to see in Del Mar's parks and open space areas. Verbatim responses recorded and later grouped into the categories shown below.			
	Add, improve dog parks, facility hours		19%	
	Provide additional classes, activities, programs for all ages		10%	
	Develop additional walking trails		10%	
	Provide additional restrooms		9%	
	Provide additional sport courts, athletic facilities		9%	
	Provide additional parking		8%	
	Provide picnic areas		8%	
	Improve facility cleaning, maintenance		7%	
	More open space, less development		7%	
	Provide additional playgrounds for all ages		7%	
	Provide additional tables, sitting areas, benches		7%	
	Improve landscaping, safe insecticides, organic fertilizer		7%	
	Build additional pools		6%	
	Provide additional shaded areas, tarps, trees		5%	
	Expand Community Center		4%	
	Provide water fountains, vending stands		4%	
	Enforce leash laws		4%	
	Better lighting at parks		3%	
	Provide larger parks		3%	
	Construct amphitheater		3%	
	Provide additional sidewalks		3%	
	Not sure		3%	
	Offer more events, entertainment		2%	
	Construct additional tennis courts		2%	
	Build community garden		2%	

Reduce traffic congestion	1%
Add, improve park safety, security	1%
Provide additional parks, rec, programs info	1%
Provide additional bike lanes, paths, network	1%
Develop additional golf courses	1%

Section 6: Shores Park

Next, I'm going to ask you several questions about **Shores Park** in Del Mar. Shores Park is located west of Camino Del Mar on the corner of 9th Street and Stratford Court. It is adjacent to the Winston School. [<for online survey, will show a map/image>](#)

Q12	Have you or anyone else in your household visited Shores Park in Del Mar during the past 12 months?		
	1	Yes	62% <i>Skip to Q14</i>
	2	No	37% <i>Ask Q13</i>
	98	Not sure	1% <i>Skip to Q15</i>
	99	Prefer not to answer	0% <i>Skip to Q15</i>
Q13	Is there a particular reason that your household hasn't regularly visited Shores Park? Verbatim responses recorded and later grouped into the categories shown below.		
	No particular reason		41%
	Nothing to do there, no facilities		17%
	More of a dog park, do not have dog		12%
	Location, accessibility		10%
	Never heard of it		8%
	No desire, not appealing		6%
	Oriented to young kids, sports		6%
	Prefer other parks		6%
	Not well maintained		1%
<i>Only ask Q14 if Q12 = 1.</i>			
Q14	How frequently do you or other members of your household typically visit Shores Park ? At least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	38%
	2	2 to 3 times per month	15%
	3	Once per month	14%
	4	Less often than once per month	33%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q15	How familiar are you with the amenities that are currently available at Shores Park in Del Mar? Would you say you are very familiar, somewhat familiar, slightly familiar, or not at all familiar with the amenities in the park?	
	1	Very familiar 33%
	2	Somewhat familiar 23%
	3	Slightly familiar 13%
	4	Not at all familiar 28%
	98	Not sure 3%
	99	Prefer not to answer 0%
Q16	If you could improve up to three aspects of Shores Park in Del Mar, what improvements would you most want to see? <i>Probe: Any other improvements? Verbatim responses recorded and later grouped into the categories shown below.</i>	
	Not sure, cannot think of any 26%	
	Provide separate, dedicated dog area, better hours 17%	
	Beautify park, additional landscape, trees, plants 12%	
	Provide additional benches, shaded areas 11%	
	Provide additional sports courts, athletic facilities 9%	
	No improvements desired 9%	
	Fewer, no dogs allowed 8%	
	Improve parking, signage 7%	
	Expand community center for more programs 6%	
	Provide additional playgrounds for all ages 6%	
	Provide additional restrooms 4%	
	Develop additional walking trails 4%	
	Provide additional classes, activities, programs for all ages 4%	
	Improve sports fields 4%	
	Provide picnic areas 4%	
	Provide additional water fountains 4%	
	Improve facility cleaning, maintenance 3%	
	Build community garden 3%	
	Build a pool 2%	
	Use safe pesticides, organic fertilizer 2%	
	Improve advertisement, park info 2%	
	Provide an amphitheater for events 2%	
	Improve lighting 1%	

	Add tennis courts	1%					
	Relocate Alvarado House	1%					
Q17	<p>The City of Del Mar is in the process of creating a Master Plan for Shores Park to guide long term improvements to the park. The Master Plan will be a “blue print” for the future that identifies the types of amenities that may be included in the park, and the types of activities it will support.</p> <p>As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in Shores Park. If you think the amenity should <i>not</i> be included in the park, just say so. Please keep in mind that due to the small size of the park and a limited budget, not all amenities can be high priorities.</p> <p>Here is the (first/next) one: _____. Should this amenity be a high, medium or low priority for inclusion in Shores Park – or should it not be included in the park?</p>						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should NOT be included	No Opinion	Prefer not to answer
A	Aquatic Center or Community Pool	23%	16%	25%	35%	1%	1%
B	Sports fields for soccer, football or lacrosse	22%	25%	25%	24%	3%	1%
C	Sports fields for little league baseball	24%	25%	25%	20%	4%	1%
D	Sports fields for softball	19%	28%	28%	21%	3%	1%
E	Outdoor fitness course for adults	27%	34%	23%	14%	2%	1%
F	Paths for walking and jogging	48%	23%	16%	11%	2%	0%
G	Outdoor courts for sports like basketball and tennis	24%	31%	26%	15%	5%	0%
H	Outdoor rink for sports like roller hockey and arena soccer	2%	9%	31%	54%	4%	1%
I	Lights on sports courts so they can be used at night	23%	20%	25%	27%	4%	1%
J	Public restroom	66%	21%	7%	4%	1%	1%
K	Children's playground equipment	37%	27%	19%	14%	2%	1%
L	Fitness center with a variety of exercise equipment	19%	25%	26%	26%	2%	0%
M	General purpose rooms that can be used for meetings and classes	26%	32%	23%	15%	4%	0%
N	Special purpose rooms that can be used for dance, aerobics, yoga and recreation programs	31%	32%	20%	13%	3%	1%
O	Passive recreation facilities including picnic tables, barbecues and shaded seating	46%	27%	15%	10%	2%	0%
P	A kitchen for professional cooking demonstrations and cooking classes	11%	21%	35%	30%	3%	0%
Q	Off-leash dog park	37%	14%	19%	27%	2%	1%
R	Outdoor amphitheater	22%	30%	25%	19%	3%	1%

S	Community garden	24%	29%	29%	16%	3%	0%
T	Bocce Ball Court	10%	26%	34%	24%	5%	1%
U	Quiet spaces for reading, resting and meditation	33%	32%	22%	12%	2%	0%

Section 7: Anticipated Future Use

Q18	If Shores Park were to include some of the amenities that you identified previously as being a high priority, how frequently would you and other members of your household visit Shores Park? At least once per week, two to three times per month, once per month, less often than once per month, or would you <i>not</i> visit Shores Park?							
	1	At least once per week						53%
	2	2 to 3 times per month						23%
	3	Once per month						9%
	4	Less often than once per month						7%
	5	Would not visit Shores Park						5%
	98	Not sure						3%
	99	Prefer not to answer						0%

Section 8: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

Ask D1 if Q1a, Q1b OR Q1c = 1.

D1	Do any of the children and/or teenagers in your home participate in organized team sports <u>outside</u> of school?							
	1	Yes						72%
	2	No						26%
	98	Not sure						1%
	99	Prefer not to answer						0%
D2	What is your gender?							
	1	Male						42%
	2	Female						54%
	99	Prefer not to answer						4%

D3	Do you own or rent your current residence in Del Mar?		
	1	Own	78%
	2	Rent	18%
	3	Live with family / friends and don't pay rent	1%
	99	Prefer not to answer	3%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Del Mar.



BAPPENDIX

Architectural Building Assessment Report

Scope of Report

This study will address the overall general condition of the existing building at 225 9th Street in Del Mar, CA as part of the Del Mar Shores Master Plan. The building currently acts as the Del Mar Community Building and houses various community organizations including the Del Mar Foundation and the Del Mar Community Connections. The building also provides community meeting space and storage space. A walk-through of the building was performed on January 29, 2015. The building formerly housed the administrative offices of the Del Mar Union School District and underwent a refurbishment in 2012.

General: The building is laid out in an 'L' configuration and is a single story. No destructive testing was performed, but the main framing system is assumed to be wood. Overall the building appears to be in good condition. The recent refurbishment concentrated on finishes and the addition of an accessible restroom. The stucco is free from significant cracking and there is no evidence of any substantial seismic issues in the building.

Roof: The roof was not observed as a part of this report, but reports from staff indicate that the roof is near the end of its usable life. See Mechanical section for more information.

Walls: The stucco walls are in good condition. The wood siding on the storage room walls is in fair condition.

Windows/Doors: The original wood windows are in good condition. All doors are in fair condition. Some metal framed windows have been added later and are in fair condition.

Floors: The floor all appear to be in good condition. No obvious settling or cracking is evident.

Ceilings: The suspended ceilings are in fair condition. Some staining is present throughout the building.

Mechanical: Although a detailed mechanical survey was not performed, interviews with occupants indicate that the HVAC system is antiquated and in need of replacement. Reroofing may be required as part of any replacement of the HVAC system.

Electrical: Although a detailed electrical survey was not performed, interviews with occupants indicate the electrical wiring is original to the building and is in need of complete replacement.









