



Supporting positive change in the best interest of the entire  
Del Mar Community.

- Moving Del Mar Forward

## MOVING DEL MAR FORWARD SURVEY - 2022 AND THE SURVEY SAYS...

Moving Del Mar *Forward* (“MDF”) conducted a short survey for up-to-date feedback on Del Mar’s downtown and what, if anything, needs to be done to create a vibrant downtown. Previously, MDF issued three general surveys in 2017, 2018, and 2020. In addition, MDF periodically conducts “one question” surveys on important issues.

MDF is an in-community group committed to capturing the voice of all Del Mar residents on matters impacting us. Additional details regarding the survey results can be found on the MDF website ([MDF 2022 Survey Report](#)).

### Survey Overview

Some key points regarding the survey:

- MDF received 147 individual responses (8.6% response rate) between March 9th - 31st, 2022 with no follow-up.
- 95% confidence level  $\pm$  7.9 margin of error based on 147 responses and population of 3,629 residents over 18 years old (population data source: SANDAG, March 26, 2022).
- This survey adheres to the American Association for Public Opinion Research (AAPOR) code of [professional ethics and practices](#) and all results are distributed to the community and the city council.

### VIBRANT DOWNTOWN PLAN QUESTIONS

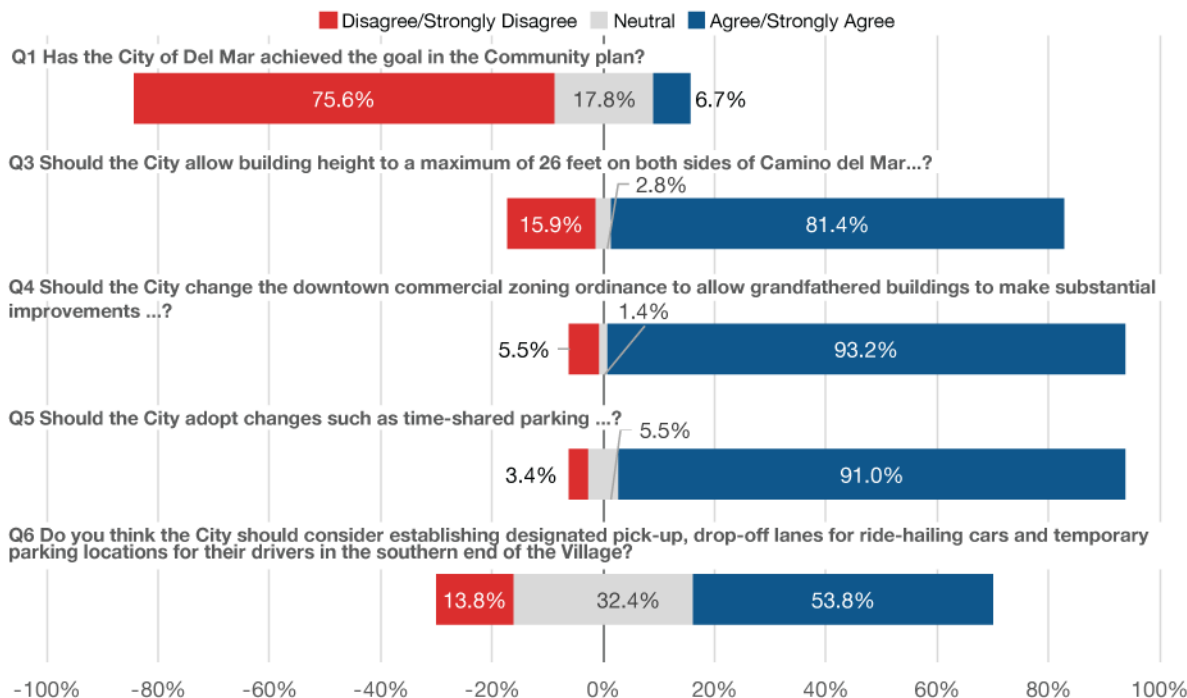
Key Takeaways:

- Three quarters of respondents did not think the City has achieved the goal creating a vibrant downtown as set out in our Community Plan (\*see below).
- Changing the downtown commercial zoning ordinance to allow grandfathered buildings to make substantial improvements received the greatest support (93.2%).
- Changes such as adoption of time-shared parking is strongly supported (91%).
- The City allowing building heights to a maximum of 26 ft on both sides of Camino del Mar with certain safeguards is also strongly supported (81.4%).

\*One goal of the Del Mar Community Plan related to our downtown is to:

“Focus major retail and office activity into an economically viable, pedestrian oriented and attractive area that serves the needs of both residents and visitors and is well integrated into the residential area that includes Camino del Mar circulation, parking, architectural design, and walkways.”

## VIBRANT DOWNTOWN PLAN

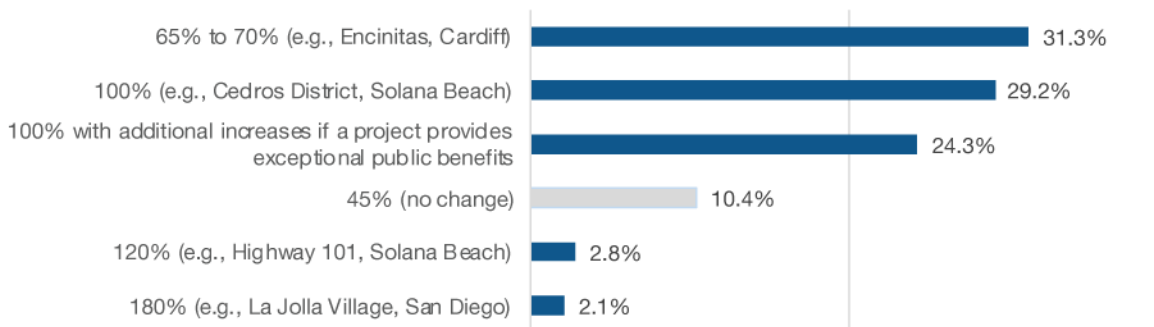


## Floor area ratio (FAR) Change

Key Takeaways:

- Nearly 90% of respondents indicated the City should increase FAR. Only 10.4% favored keeping FAR the same at 45%.
- 29.2% of respondents favored increasing FAR to 100% without conditions and an additional 24.3% favored increasing to 100% if there are exceptional public benefits.

### FAR Options (by percent of respondents selected n=144)



## Would you like to share your comments on the City of Del Mar?

The following are just a few selected comments:

*“ Sad to see how much more energy is being spent in the coastal cities to our north. Solana Beach, Encinitas, Cardiff, Leucadia, Carlsbad, Oceanside all booming and putting Del Mar to shame. Let's get it going! .”*

*“Love the city but it's taking so long for new businesses to be able to come in and build what the city needs.”*

*“ They are taking steps to move in the right direction but need to be more accommodating to business owners on many levels. Their attitude continues to be one of us against them rather than seeing businesses as part of their constituency! ”*

*“ ...They need additional parking for the stores downtown that aren't occupied by beach goers.”*

*“ Del Mar is missing the boat. For example, other cities have car shows on the streets that bring hundreds of people into the city to spend \$. These limitations on business' hamstrings the business and the city loses. Its a boring city in comparison as it is now.”*



Thank you for your responses. **Your opinion counts.**

Give us your feedback at [info@forwarddelmar.com](mailto:info@forwarddelmar.com)



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**Editorial Staff, Volunteers of MDF**

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