

Community Information

Del Mar





Del Mar

Del Mar is a small, seaside hideaway approximately 20 minutes north of downtown San Diego. Defined by calm salt water lagoons on each end, this charming, laid back town is best known for its exceptional weather, world famous thoroughbred racetrack, the county fair, fabulous beaches, haute cuisine and unique shopping.

With a population of approximately 4,500 in the 2.1 square mile coastal area, Del Mar offers an oasis of unhurried, yet civilized, living. Visitors can enjoy many of the pleasures of the Village without ever needing a car.

The historic downtown village dates back to 1880s. Today it is lined with over 60 shops offering everything from high-end apparel to one-of-a-kind specialty shops. The village hosts 25 restaurants, many providing outside patios overlooking the ocean. There are cafés with sidewalk seating and award-winning dining perfect for any occasion. Visitors will find a variety of hotel accommodations.

With 2 miles of coastline and gently rolling waves, Del Mar's famous beaches are an ideal destination for beachgoers, surf combers and surfers seeking the legendary California surf. There's even a sliver of beach for dogs. Del Mar's primary beach also offers wheel chair access, the only such beach in the county with special wheelchairs designed for the sand. Whales, porpoises, sea lions and a myriad of birdlife populate the shimmering coastal waters and lagoons.

Residents and visitors alike enjoy several parks. Seagrove Park and adjoining Powerhouse Park are ideal grassy locations for a picnic or a wedding, walking a dog, for lovers catching a romantic sunset, or for simply gazing at the many magical moods of a majestic Pacific. And throughout the summer there are free concerts in the park. (Please see this Web site calendar). Not to overlook the little ones, there is a delightful children's playground adjacent to Powerhouse Park, affectionately referred to as the Tot Lot.

The Del Mar Library is a landmark worth a visit. In 2002 two local artists, Betsy Shultz and Pat Welsh, created the mixed-media mosaic on the wall that frames the historic building which has served as a famous church for both movie stars and residents, a restaurant and other uses over the decades. The wall incorporates memorabilia and treasures from Del Mar's history, as well as featuring terracotta birds and wildlife from the area.

At any age, at any season, Del Mar is truly a wonderful place to visit or to live.

History

In 1882 a New Yorker named Theodore Loop came to southern California to build a railroad connecting Los Angeles and San Diego. The original train tracks were laid down in the middle of Township 14, today known as Del Mar. Mr. Loop liked the area so much he told people that he had "found the most attractive place on the entire coast".

In the same year Loop met a very successful rancher from New Mexico, Mr. Jacob Shell Taylor. Taylor and Loop were both captivated by the beauty of the





area and recognized a development opportunity. In the summer of 1885, Taylor purchased 338.11 acres and began building the new resort town.

Del Mar was named by Loop's wife, Ella, who took it from a popular poem of the time titled "The Fight of Paseo Del Mar."

Taylor was a savvy businessman and a visionary. He knew that if he could lure visitors to Del Mar they would likely be loyal customers or new residents. Jacob Taylor initially built as many as 40 small houses, a two story Victorian schoolhouse, an observation tower, a train depot and a water system. Additionally, in 1886 Taylor opened "Casa Del Mar", the area's first resort. To entertain visitors Taylor built a dance pavilion on the beach and a large swimming pool that went out into the ocean called a Natatorium. Del Mar became a popular vacation destination.

For five years the town bustled with development. Sadly in 1889 Jacob Taylor woke up in the early morning to the smell of smoke in his hotel room. He woke all of the hotel guests, guaranteeing their safety, but within two hours the entire hotel burned to the ground.

Taylor insisted he would rebuild the hotel but, unfortunately, he never finished it. Taylor moved to Texas; leaving behind the town he founded, never to return.



The Big Boom - South Coast Land Company

Over 15 years lapsed before the next development boom. In 1900 the South Coast Land Company purchased the majority of land north of 9th Street. Like Taylor, the directors of the South Coast Land Company had big plans for Del Mar. Their first project was the grand resort hotel called the "Stratford Inn". They hired a prominent Los Angeles architect, John C. Austin. The new hotel was built on the hill overlooking the beach. (Today the L'Auberge hotel occupies this land.)

On March 9, 1909 the beautiful Stratford Inn opened for business. It was a world-class hotel built on 10 acres. It quickly became the desired destination for Hollywood's silent film stars.

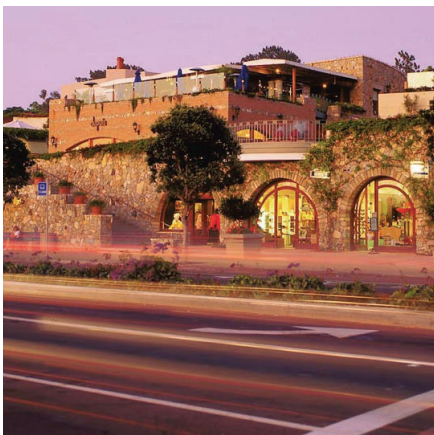
The hotel had a salt-water swimming pool called The Plunge. Next to The Plunge the Powerhouse was erected to provide power and warm water to the hotel and to the Village.

Shortly after the hotel was finished, a pier (which was washed away in a storm years later) and a new train depot were built. The train depot was directly in front of the hotel, making it an easy commute. The same depot sits on the location today.

During the 20's and 30's Del Mar experienced tremendous growth. Although there were still just a few hundred permanent residents, the summer crowds reached almost 2,000.

To accommodate the growing population, the Kockritz Building was constructed across the street from the hotel on the southwestern corner of 15th Street and Camino Del Mar. The building was designed to match the English Tudor





architecture of the hotel. The building remains to this day and is referred to as Stratford Square. It has become a Del Mar icon and treasure.

The Track and The Fair

During the early 30's the San Diego Fair was looking for a permanent home. Col. Ed Fletcher of the South Coast Land Company suggested the 184-acre site in the San Dieguito Valley just north of the Village. The Works Progress Administration provided the initial funding and the Del Mar Fair opened to great fanfare in 1936, a yearly tradition that continues.

A year after the Fair opened the mile-long oval thoroughbred racetrack was completed. One of the Del Mar Thoroughbred Club's prominent founders, crooner Bing Crosby, became the President of the Turf Club and movie star friend Pat O'Brien became the Vice President. Opening day of the track, July 3, 1937 began a new era in Del Mar. The track was hailed as Bing's Baby or Movieland's Own Track. Crosby himself coined the famous lyrics, which live on today, "Where the surf meets the turf, down in old Del Mar ...".

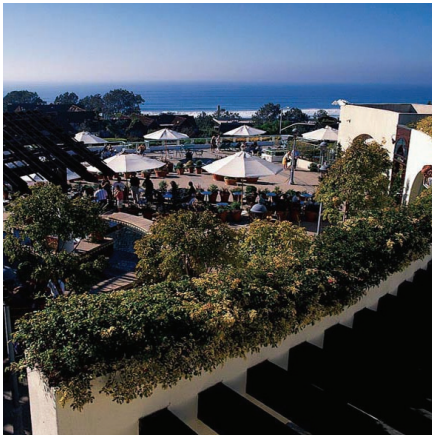
For decades the summer racing season has brought crowds to Del Mar along with many Hollywood celebrities such as Pat O'Brien, Jimmy and Marge Durante, Lucy and Desi Arnez, Burt Bacharach and Angie Dickenson. All made Del Mar their second home and it continues to remain a favorite of many today.

During World War II the races came to a halt so that the facilities could be used as a bomber tail assembly plant. However, racing returned in August 1945 after Japan surrendered.

Del Mar Today

In 1959 Del Mar incorporated as a city. It is now the smallest municipality in the booming San Diego region; a gem nestled along the coast. The most significant impact on the community over the last 40 years has been nearby University of California, San Diego (UCSD). Many faculty members and students reside in the community, influencing the political, social and cultural climate. In the 1970 the emphasis of the local government shifted towards slow growth, open spaces and preservation. Because of the efforts of an active group called the Friends of Del Mar, there will never be high-rise apartment buildings or billboards in the City. Seagrove Park and Powerhouse Park are both the results of the community citizenry working together to preserve open space.

Del Mar has grown family-by-family over the last 150 years. Today, almost 4,500 lucky residents call Del Mar their home. People still come to visit or live in Del Mar for the same reasons, as did the founding fathers: it is one of the most beautiful places in the country. Whether coming to enjoy the beach, shop in the village, spend a day at the races or just relax, Del Mar is "always in season". Enjoy your visit, and come back again.



Beaches and Parks

The beach in Del Mar is one of the most beautiful and enjoyable in San Diego. The two plus miles of sandy beach offers a great place to relax, walk, or run. Two coastal parks, Powerhouse and Seagrove Parks, are located just above the Fifteenth Street surf break; providing a great spot to picnic with friends and family.

North Beach, affectionately called "Dog Beach" by dog owners, is located north of 29th Street and stretches nearly one half mile to our border with Solana Beach. Please visit the "Dog Beach" page for more information.

North County offers some of the best local running, paddling, fishing, and diving in the area. Local runs and walks include the beach, coastal bluffs, Torrey Pines State Park, and the trails through the backside of Del Mar in Crest Canyon. All areas provide a unique vantage point to enjoy wildlife and the natural surroundings. On flat surf days, many surfers have found alternate avenues of enjoying the ocean via paddling and free-diving in our local waters. With an abundant local fish population and thriving Giant Sea Kelp forest, both activities are prime Southern California spots for these activities.

Two other unique opportunities to explore are Scripps Bluff Preserve and the newly restored San Dieguito River Lagoon. Both spots are located at the northern end of Del Mar and offer extraordinary views of the San Diego coastline, native plants, shorebirds, and other wildlife. Additionally, great training opportunities in the area include running the stairs up to the reserve and the trail out to the Lagoon.

Remember to inquire with local Lifeguards for detailed information on safety, rules, and conditions. Enjoy the beach!

FREQUENTLY ASKED QUESTIONS

Permits

What types of events require a facility-use permit?

A Facility Use Permit is required to use the parks, beaches, or the Powerhouse Community Center involving more than 25 individuals or a catered event with less than 25 people. The permit is necessary in order to balance the needs of the general public with those individuals seeking to reserve an area for private use. Please contact the Community Services Department at (858) 755-1524.

Can I sell sodas and hot dogs on the beach?

No. Current ordinances do not allow the beach and parks to be used for commercial purposes.

Are open fires allowed on the beach?

No. For safety reasons, Del Mar prohibits open fires and fire rings at the beach. Visitors are welcome to barbeque using charcoal and their own small barbecues. Visitors must remove coals after they cool and take them off-site. Disposing of coals in the bushes or on the grass is subject to a \$1,000 fine.

Is alcohol allowed on the beach?

Alcohol is not allowed on the beach, beach accesses, park lands, and public parking lots from 12:01 A.M. on March 1st through the day after labor day at



midnight. Alcohol is not allowed year round on city sidewalks and streets. Please remember that our parks and beaches are for everyone's enjoyment.

Park Hours

What are the hours for the Powerhouse Community Center?

The Powerhouse Community Center is open from 10 a.m. to 6 p.m. from June through September. From October through May it is open from 10 a.m. to 5 p.m.

Where are the bathrooms at Powerhouse Park?

Public restrooms are located under the stage area at the Powerhouse Community Center and at both the 17th Street and 25th Street Lifeguard Towers.

Dogs at the Beach

Where are dogs allowed on the beach?

North of 29th Street Dogs are permitted off leash and under voice control from the day after Labor Day until June 15th. Dogs are permitted on a leash from June 16th through Labor Day.

North of Powerhouse Park to 29th Street Dogs are permitted on a leash from the day after Labor Day to June 15th. Dogs are prohibited from June 16 through Labor Day.

South of Powerhouse Park Dogs are permitted on a leash year round.

Swimming at the Beach

What is the meaning of the blue flag at the beach?

The blue flags on Del Mar beaches designate safe swim areas. Lifeguards evaluate water and surf conditions and stake out those areas where there will be less risk to swimmers. Visitors are always advised to swim near the blue flags.

What does the yellow sign with the black ball mean?

The yellow sign with the black ball indicates that NO SURFING is allowed in this particular area. These no-surf areas are determined by lifeguards based on the size of the surf, the number of beach patrons, lifeguard staffing and other safety considerations.

How do you get out of a rip current?

If caught in a rip current, the best thing to do is to try to relax and swim parallel to shore. It may feel like you are not making progress but continue to relax and swim parallel to the shore. Once you feel that you are out of the rip current, swim towards the shore. If you are unsure of what a rip current looks like, feel free to contact a lifeguard at the main tower at 17th Street.

Where can I pick up a tide book?

The Del Mar Lifeguard Association has free tide books available at the main lifeguard tower at 17th Street. Stop by and ask for your free copy.

Lifeguards

How do I become a Del Mar lifeguard?

For information on becoming a lifeguard, please contact Community Services at (858) 755-1556.





Do you offer a Junior Lifeguard Program?

Yes, the Community Services Department offers several 2 week and 4 week programs during the summer months. Kids ranging in age from 9 to 17 can participate. For additional information, please contact the Community Services Department at (858) 755-1556, For more information, please view the Turtleguard, Inc. website, www.delmarjg.com, or e-mail turtle@delmarjg.com.

Trash and Recycling Collection

Who provides trash and recycling services in Del Mar?

Waste Management is the only franchised waste hauler authorized to provide trash and recycling services to Del Mar residents and businesses.

Are there any exceptions to utilize this hauler?

There are only limited circumstances by which other operators are allowed to provide service in Del Mar. If a construction company is working at your residence or business, they may haul away debris from the construction site. However, the construction company is not allowed to retain a separate waste transport subcontractor to haul away the material. Additionally, residents and businesses may haul away material using their own pickup truck or trailer in Del Mar.

What is the schedule for trash pick-up in Del Mar?

Please contact the Finance Department for schedule information, or you may call Waste Management directly at (858) 452-9810 or 1-888-929-9411.

Is there a place in Del Mar where I can cash in my aluminum cans and other commodities?

Waste Management has a buy back center located at 2265 Jimmy Durante Boulevard in Del Mar where recyclables may be cashed in or dropped off at Liberty Recycling. For questions please call them directly at (858) 481-2223.

What types of recyclables are collected at the curb?

Coast Waste provides a weekly collection of the following materials from all single-family residences and businesses: Aluminum cans, Metal Cans, Glass, bottles, Clear/Cloudy Plastic Containers with either #1 or #2 Recycling Symbol, Newspaper, Mixed Paper, Cardboard.

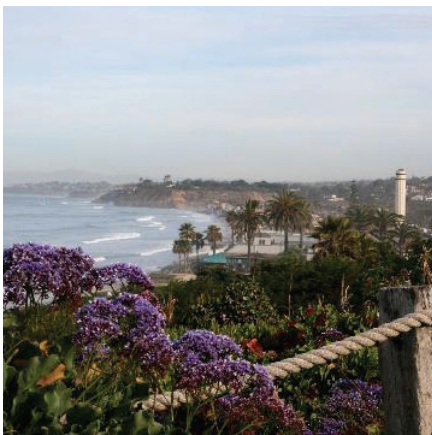
What yard waste materials can be collected in Del Mar?

The following waste materials can be collected and recycled by Coast Waste: Grass & leaves, Yard trimmings, Untreated, unpainted lumber, Tree & shrubbery clippings less than 4 feet in length and 6 inches in diameter, Unflocked, unsprayed Christmas trees devoid of metal ornamentation or stands. If the tree is taller than 6, please cut in half. Flocked trees cannot be recycled, but will be collected if cut in half. Please call for holiday schedule (858) 452-9810.

Waste materials for recycling must be placed in separate trash containers placed at least three feet away from your trash cans.

Who is in charge of regional solid waste material?

The operations of the former County of San Diego Solid Waste Division have been transferred to a regional Solid Waste Authority comprised of several cities





(including Del Mar) and the County of San Diego. This agency has made great strides in making the solid waste disposal system operate more efficiently by reducing the costs of disposal for residents and businesses.

How do I get rid of bulky items?

One free bulky item pick-up is provided annually each year for Del Mar residents. Notice of this date is included in your bi-monthly bills. You may also contact the City Managers Department at (858) 755-9313 to find out your next scheduled service.

Hazardous Waste and Bulky Item Disposal

What is the proper procedure for disposing/recycling computer monitors and televisions?

Computer monitors, televisions, and even ATM machines and video cameras have a cathode ray tube (CRT) or picture tube that converts electronic signals into visual images. California banned the landfill disposal of CRTs because each one contains an average of 4 to 8 pounds of lead. Although there are no health hazards associated with handling intact, unbroken computer monitors or televisions, it is important to keep them out of our landfills where they can contaminate soil and groundwater. Here's the good news; there are an increasing number of safe and legal options for both disposal and recycling of E-waste.

The Liberty Recycling Yard (located at 2265 Jimmy Durante Boulevard in Del Mar) is available to handle electronic waste with a charge of 50 cents per pound. The center is open Tuesday through Saturday between the hours of 8-4 and is closed for lunch each day. Their phone number is (858) 481-2223.

Where do I take hazardous waste?

Del Mar residents have a few options for disposal of hazardous waste: 1.) you may take household hazardous waste to facilities in Poway and Vista. The Poway facility is located at 12325 Crosthwaite Circle and is opened between 9 a.m. and 3 p.m. on Saturdays ONLY. For further information, please contact the Poway facility at (800) 444-4244. The Vista facility is located at 1145 E. Taylor Street and is open between 9 a.m. and 3 p.m. on Saturdays ONLY. For further information, please contact the Vista facility at (800) 444-4244. 2.) Del Mar residents now have the option of home collection of materials for a \$10 co-payment. To arrange a collection at your home, please call Clean Harbors at (800) 444-4244.



Water & Sewage Billing

What is included on my bill?

The items included on your utility bill are water, sewer, cleanwater and trash/recycling services.

Why is my bill so high?

Water is a precious commodity in Southern California. Our water comes from the Colorado River at Lake Havasu in Arizona through the Colorado Aqueduct and from the California Aqueduct from the northern part of California delta region. Then the water is treated and transported by San Diego to our facilities here in the City of Del Mar.





Conservation and water-wise use of water will lower your water bill. Call the City of Del Mar Public Works for an informational brochure. However, in the event that you consider your bill higher than usual or suspect a water leak, you should contact the Finance Department to request a re-read of your water meter. If you feel the meter is providing the wrong reading, Public Works can remove your meter and have it calibrated. This work would be at the residents expense. If the meter is found defective, the charge will not apply.

NOTE: Check for leaks by turning off all the water in your house. Look at your water meter and, if the small dial is moving, water is being used on your property and may indicate a leak. If this occurs, please contact your plumber.

I have questions about my utility bill. What do I do?

Please contact the Finance Department at 858-755-9354 and we will review the bill with you.

How do I sign up for auto pay?

Auto pay is a free service that allows you to pay for your utility service bill automatically from your bank account. The amount is deducted from your bank account approximately ten days after you are billed. You will still continue to receive a utility bill indicating that your bill was paid through auto pay.

In order to sign up for auto pay, you must fill out and submit an auto pay enrollment form along with a cancelled or voided check to the Finance Department. The forms can be downloaded from the website. Due to the bi-monthly billing cycle, it may take up to 30 days to process your request. If you have any questions, please contact the Finance Department at (858) 755-9354.

Does the City of Del Mar accept credit card payments for utilities?

The City of Del Mar does accept Visa and MasterCard payments for utilities. Utility payments can be made automatically every billing cycle with either Visa or MasterCard credit cards. In order to participate in this program, please complete the automatic credit card payment form, which you may obtain from the Finance Department or by downloading it from our website and bring it to the Finance Department with your credit card.

Whats a Backflow???

The definition of backflow is the undesired reversal of flow in a water system. Commercial and other high risk water users must install and maintain a backflow prevention device to prevent used or contaminated water from re-entering the water system. This device must be tested annually by a certified tester.

Public Works maintains an up-to-date list of qualified testers and includes this information to assist the property owner in choosing a tester who meets all requirements. All backflow preventor test information is then maintained at the Public Works office for Health Department inspection. If you have any questions regarding this program, please contact the Public Works Department at (858) 755-3294.





Education

Elementary Schools

Ashley Falls School
13030 Ashley Falls Drive / San Diego, CA 92130
voice 858.259.7812 / fax 858.259.1828 / www.dmusd.org/falls

Carmel Del Mar School
12345 Carmel Park Drive / San Diego, CA 92130
voice 858.481.6789 / fax 858.481.7418 / www.dmusd.org/cdm

Del Mar Heights School
3555 Boquita Drive / Del Mar, CA 92014
voice:858.755.9367 / fax:858.509.1412 / www.dmusd.org/heights

Del Mar Hills Academy of Arts & Sciences
14085 Mango Drive / Del Mar, CA 92014
voice: 858.755.9763 / fax: 858.755.6107 / www.dmusd.org/hills

Ocean Air School
11444 Canter Heights Drive / San Diego, CA 92130
voice: 858.481.4040 / www.dmusd.org/oceanair

Sage Canyon School
5290 Harvest Run Drive / San Diego, CA 92130
voice:858.481.7844 / fax: 858.481.7949 / www.dmusd.org/sage

Sycamore Ridge
5333 Old Carmel Valley Road / San Diego, CA 92130
858-755-1060 / www.dmusd.org/sycamore

Torrey Hills School
10830 Calle Mar de Mariposa / San Diego, CA 92130
voice 858.481.4266 / fax 858.481.0344 / www.dmusd.org/torrey

Middle Schools

Earl Warren
155 Stevens Ave. / Solana Beach, CA 92075
Phone: (858) 755-1558 / Fax: (858) 755-0891 / www.sduhsd.net/ew

High Schools

Torrey Pines
3710 Del Mar Heights Road / San Diego, CA 92130
Phone: (858) 755-0125 / Fax: (858) 481-0098 / tp.sduhsd.net

Population and Housing Estimates

City of Del Mar



Jan 1, 2021

Total Population	4,258
Household Population	4,258
Group Quarters Population	0
Persons Per Household	2.04

Housing and Occupancy

	Total Units	Households	Vacancy Rate
Structure Type	2,615	2,089	20.1%
Single Family - Detached	1,436	1,141	20.5%
Single Family - Attached	455	370	18.7%
Multi-Family	724	578	20.2%
Mobile Home and Other	0	0	--

Household Income

Households by Income Category (2010 \$, adjusted for inflation)

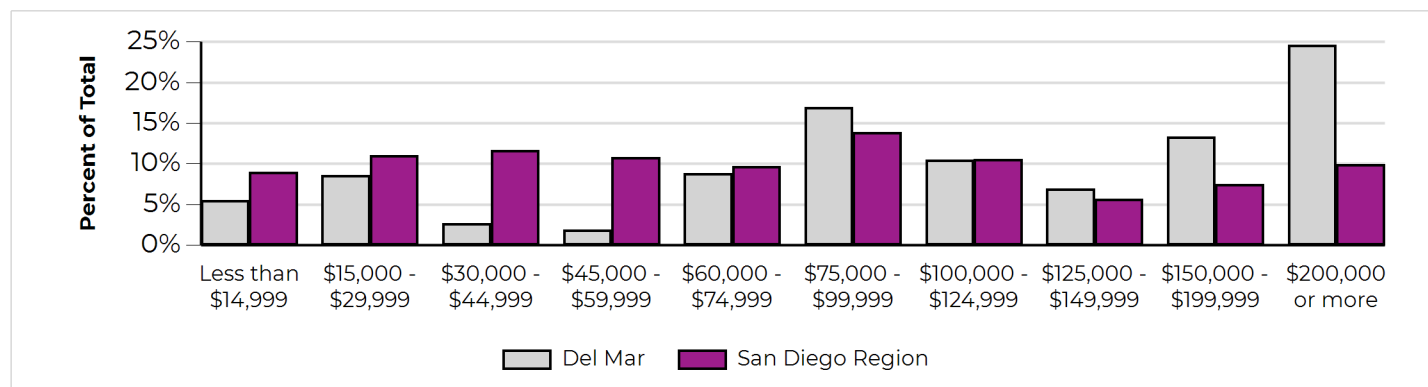
	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	6%	9%	3%	2%	9%	17%	11%	7%	13%	25%

Median Household Income

2021

Adjusted for Inflation (2010 \$) \$113,011

Not adjusted for inflation (current 2020 \$) \$139,930



DATA SOURCES AND IMPORTANT ADVISORY:

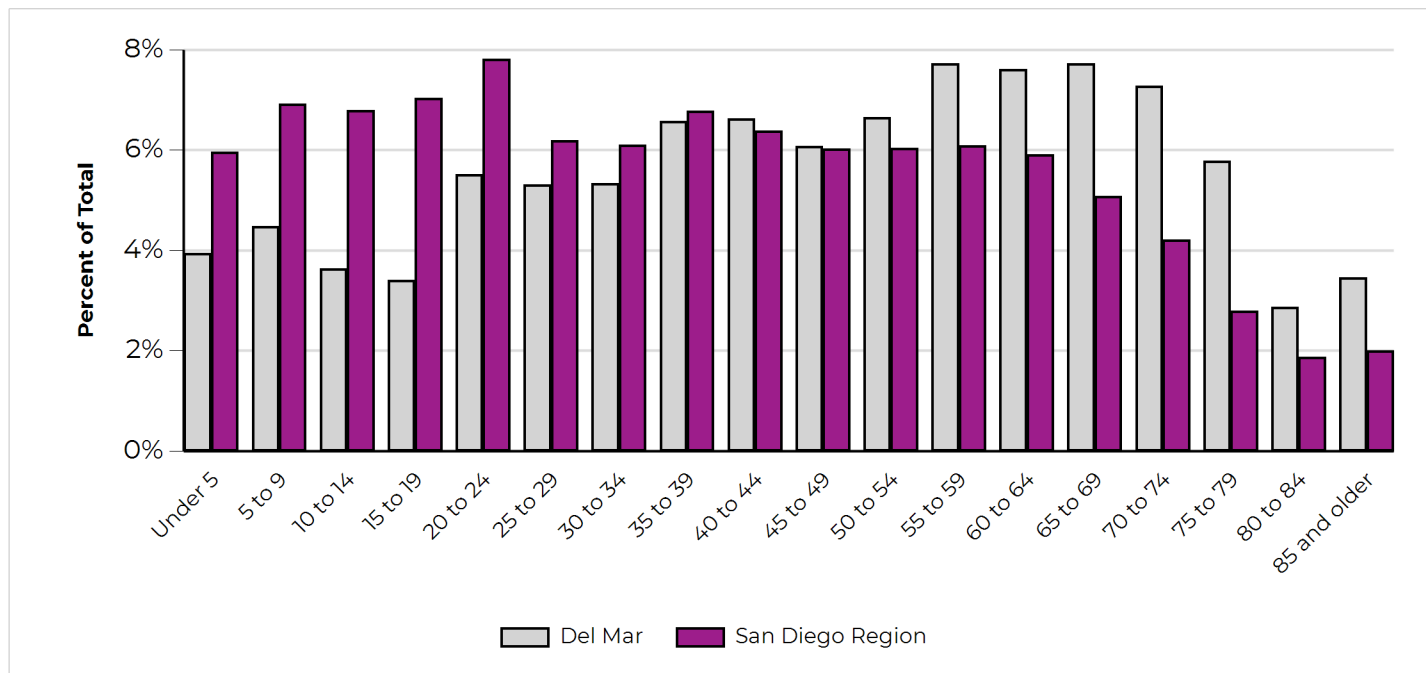
SANDAG Population and Housing Estimates are derived from a composite of data sources, including the California Department of Finance (DOF) E-5 Population and Housing Estimates for Cities, Counties, and the State, 2020-2022; the 2021 SANDAG Land Use and Housing Units inventory; the Census American Community Survey (ACS) Detailed tables; and the vintage 2020 DOF P-3 Race/Ethnicity and Sex by Age for California and Counties.

Caution should be taken when using Population and Housing Estimates, especially for small areas of geography. Sampling error inherent with the data may materially impact the reliability of the estimates, resulting in a substantial margin of error. Additionally, conclusions should not necessarily be drawn about small differences between two or more estimates because they may not reflect statistically significant differences.

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	4,258	2,128	2,130	50%
Under 5	168	79	89	53%
5 to 9	191	102	89	47%
10 to 14	155	75	80	52%
15 to 17	94	47	47	50%
18 and 19	51	24	27	53%
20 to 24	235	132	103	44%
25 to 29	226	121	105	46%
30 to 34	227	108	119	52%
35 to 39	280	136	144	51%
40 to 44	282	143	139	49%
45 to 49	259	141	118	46%
50 to 54	283	145	138	49%
55 to 59	329	173	156	47%
60 and 61	126	60	66	52%
62 to 64	198	99	99	50%
65 to 69	329	171	158	48%
70 to 74	310	153	157	51%
75 to 79	246	115	131	53%
80 to 84	122	58	64	52%
85 and older	147	46	101	69%
Under 18	608	303	305	50%
65 and older	1,154	543	611	53%
Median Age	49.2	48.4	50.2	N/A

Population by Age



Population by Race, Ethnicity and Age

	Hispanic	Non-Hispanic				
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	512	3,481	23	16	84	142
Under 5	33	115	2	0	4	14
5 to 9	46	132	2	1	2	8
10 to 14	43	104	1	0	1	6
15 to 17	21	64	0	0	1	8
18 and 19	9	39	1	0	1	1
20 to 24	40	176	2	0	3	14
25 to 29	42	167	3	0	2	12
30 to 34	39	168	1	0	5	14
35 to 39	24	231	2	2	8	13
40 to 44	37	226	2	0	9	8
45 to 49	32	202	0	1	8	16
50 to 54	32	234	2	3	4	8
55 to 59	33	285	1	0	6	4
60 and 61	10	107	2	1	2	4
62 to 64	17	173	0	0	6	2
65 to 69	15	298	1	2	9	4
70 to 74	15	284	0	3	5	3
75 to 79	13	226	0	2	3	2
80 to 84	7	110	1	1	3	0
85 and older	4	140	0	0	2	1
Under 18	143	415	5	1	8	36
65 and older	54	1,058	2	8	22	10
Median Age	32.8	52.5	32.5	65.0	48.8	32.9