



Revitalization plan for Del Mar Village: INTERCEPT SURVEY COMMENTS

Prepared for the Del Mar Village Association

The Community Land Use and Economics Group, LLC
Arlington, Virginia
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What do you like best about Del Mar Village?

15th Street Seagrove Park and the beach

Ability to access many needs on foot

Aesthetics, feeling (no strip malls)

All

All the stores so close to each other on the strip

Ambiance! Great restaurants-- walker friendly.

Ambiance, people, do whatever you want in a small area, walkability

Ambience, very clean and beautiful

Appearance, proximity

Atmosphere (+ 2 identical comments)

Atmosphere and restaurants

Atmosphere, location, ocean (+2 identical comments)

Attractive scenery

Beach (+8 identical comments)

Beach and activity around the area. Also the race track.

Beach and atmosphere

Beach and dining

Beach and the Plaza

Beach feel

Beautiful (+4 identical comments)

Beautiful atmosphere and good walking

Beautiful, beach, thrift shop, consignment

Being able to walk to library, park and coffee

Bike lanes

Board 'n Brew (+ 4 identical comments)

Board n' Brew and 15th Street. Near the beach.

Board n' Brew, restaurants

Board n Brew/ surf beaches

Breeze and style

By the beach

Calm, relaxing

Can walk to it from home, special, quaint
Can walk to Starbucks and dining easily from home
Character. Doesn't feel like a strip mall.
Charm (+3 identical comments)
Charm, beauty, friendliness, individuality. Balance with village community feel and construction size.
Charm, quiet, beach
Classy shops, near the ocean
Clean beach, location.
Clean, liberal, inviting environment
Clean, low traffic
Clean. Choices to eat
Cleanliness, architecture is appealing
Cleanliness, attractiveness of the streets
Close and nice environment, farmers market
Close by, quaint, the beach
Close to beach, access
Close to home. Good coffee and breakfast
Close to the beach (+8 identical comments)
Close to the beach, our friends live here
Close to the beach, relaxing feeling
Close to the ocean (+2 identical comments)
Close to the ocean, intimate
Close to the ocean. The Plaza.
Community, ocean
Convenience
Convenience, ability to walk from home
Convenient to my home
Cool shops, good food
Cozy and proximity to beach. Side streets not homogenous
Cute (+2 identical comments)
Cute town with lots of charm
Del Mar Nails! Also, I like to go from one restaurant/bar to another in the evenings and window shop
Del Mar Village-- love this place. Improvement is always a work in progress. You're on the right track.

Earth Song book and gifts-- by far.
Eating breakfast at Secret Cafe or Poseidon or Jake's, the beach, view from the Plaza, Farmers Market
Eclectic mix of shops and restaurants
Environment
Events
Everything (+2 identical comments)
Everything in walking distance, friendly merchants
Everything is close
Feels like vacationing
Food (+7 identical comments)
Food and the beach
Food variety and beach access
Food, beach
Food, scenery
For most of the year, Del Mar is a quiet, preserved and intimate village. The people are proud and friendly.
Friendliness- small town atmosphere
Friendliness, quaint, charming, casual, interesting people, low key
Friendly
Friendly open atmosphere
Friendly people, walk everywhere
Good restaurants, park at the beach
Gorgeous view of the ocean, clean air and nice feeling
Grab & Go
Great place to live
Great surroundings!
Helpfulness of staff
Home town atmosphere
How beautiful it is
How it looks- the atmosphere
How quaint the place is and the people
I can do most of my basic errands here
I can walk here

I grew up here. I like the small town 'village' feel.
I like seeing my neighbors and dealing with merchants who know me
I like the intimacy and the charm of an old village and all the great dogs.
I like the old city look. It's nice to walk around and go shopping. I love the beach.
I live and work here. It's a great village.
I live here
I love the atmosphere when you are shopping
I love the people, shops, restaurants, and food.
I love the unique area, the feel of the clean air, the small town it still is.
I really like the style and feel of the area and its upscale beach location.
Il Fornio
It has a mix of shopping
It has a nice feel about it.
It has many beautiful places to shop and go to the beach
It is a nice place to hang out and have a Starbucks and watch the people
It is near the beach and the shops are unique
It is quiet
It's a small village. Keep the stop signs-- if lights, then set them for 20 or 25 mph.
It's a village!
It's attractive
It's beautiful to look at the ocean
It's clean
It's clean and attractive, Board & Brew restaurant
It's clean and sunny
It's close to home
It's close to the beach and has little individual boutiques.
It's close, beautiful and steps away from the beach.
Its closeness to the ocean
It's cute, yet elegant
It's in walking distance of home
It's quaint and comfortable
It's quaint and everything is nearby to the beach
Its quaintness-- which is ruined by too much traffic.

It's quiet and scenic
It's small (+2 identical comments)
Its uniqueness and close proximity to the beach
It's walkable
Java Kai. The varieties of people.
Jewelry shops
Jimmy O's, the beach, Board & Brew
Laid back
Less/no chain stores.
Local pubs, restaurants
Location (+7 identical comments)
Location near the water, very clean
Location to home
Location to the ocean. Laid back place and people make it nice to shop/work here.
Location to the sea and beach
Location, restaurants
Location, small town feel
Location, views
Look and feel
looks quaint when you drive by
Lovely views, most things are easy to walk to, parking isn't that bad
Low scale
Modern, trendy, nice shops, nice art gallery
More parking!!!
My hometown. Ease of walking, the Inn and its surroundings
Natural beauty, proximity to the beach, restaurants, cafe's, neighborhood feel, pedestrian lifestyle.
Near beach, flowers
Near ocean, pleasant atmosphere, polite people.
nice atmosphere
Nice outside area
Nice people, dog friendly
Night life
no big buildings

Not overcrowded-- except for traffic
Nothing stands out. I usually drive right by.
Ocean & restaurants
Ocean, beach
On my way home from Encinitas, it's a beautiful drive
Park, people
Parts are very scenic, like the library wall
Pedestrian circulation in center with Plaza shops and restaurants there as well as overlooking the ocean.
Pedestrian-oriented, but could be much better. See Como, Venice.
People
People are very nice
Plaza
Plaza, jazz at night, cleanliness, design (architecture)
Pretty (2 identical mentions)
Proximity of all the shops
Proximity to beach, much more calm and easy going and less party atmosphere than some other beach communities. Clean and cute.
Proximity to home, shops, quaint
Proximity to ocean and can walk from home.
Proximity to ocean and restaurants
Proximity to ocean, exclusive feeling
Proximity to the beach, ocean vistas, charming character, low key atmosphere
Quaint (+7 identical comments)
Quaint and close to home and beach
Quaint atmosphere
Quaint boutique shopping appeal
Quaint village feeling, good locals
Quaint, attractive, by the ocean
Quaint, convenient, European feel.
Quaint, cozy
Quaint, easy access, Starbucks
Quaint, European looking, slow paced, interesting
Quaint, Mom & Pop stores, view

Quaint, near beach, dog friendly, interesting, not like a mall
Quaint, near the beach
Quaint, near the ocean, quality
Quaint, pleasant, close to home
Quaintness of area, close to the beach
Relaxed, friendly lifestyle
Residential quality
Restaurants (+ 4 other mentions)
Restaurants and scene
Restaurants, coffee shops
Restaurants, etc. at 15th & 101
Safety and variety of shops
Scenery, beaches, quaint, dog friendly
Sea view
Seagrove Park
Seaside
Secret Cafe for breakfast, Poseidon, Farmers Market, beach for walking
Seems clean and friendly
Setting along the coast
Shopping, tourist friendly, near the ocean, safe
Size, beauty. It just feels good to be here and to just look around.
Small (+ 1 additional mention)
Small- not overly commercial. Good quality.
Small size, can walk to Starbucks and get a paper
Small size, friendly
Small town charm in a big city of San Diego
small town feel (+ 4 identical comments)
Small town feeling and friendly
Small town feeling. Beautiful. People are nice (charm).
Small town, beach
Small village atmosphere
Small, beach feel
Small, quaint, beach, local

Small, unique, lovely, walkable
Small-scale, uncrowded low-rise buildings. Farmers Market is an asset.
Specialty shops, the ocean
Starbucks (+1 identical comment)
Still a village... add more landscaping.
Surf ride
Surrounding atmosphere, ocean
that it is a village
That residents care about one another. Overall congeniality
The ambiance and the size.
the appearance
The atmosphere (3 identical comments)
The atmosphere and pleasant shopping environment
The atmosphere, quaint village, relaxing atmosphere
The atmosphere, the convenience, close to dog beach, walks on beach!
The atmosphere, the friendly people, walking around
The attractiveness of the streets and local shops/dining.
The attractiveness of the village
The beach, how clean it is, peaceful
The beach, Starbucks
The beauty, the quiet, the ambiance of street lights and sidewalks, the slower pace compared to other areas in San Diego. The diverse population, businesses, academic, social
The buildings, streets and breakfast places
The character and people
The charm
The charm and character- a uniqueness of place.
The community environment is warm and welcoming.
The landscape is nice
The look of the buildings
The look, pace and vibe
The ocean (2 identical comments)
The ocean and the coolness
The ocean and village feel

The ocean views
The ocean views
The 'old' California feel
The park and the beach
The people (2 identical comments)
The people and city are friendly and it's always nice looking.
The people, the variety of houses and neighborhoods, the beach.
The Plaza
The Plaza- great restaurants, the beach and surfing
The Plaza on 15th Street
The Plaza, the view
The quaint atmosphere, unique shops, central location in S.D. county, nice restaurants
The quaintness and beauty
The quiet small town feeling
The restaurants
The scenery
The shops (2 identical comments)
The shops are within walking distance
The sidewalks
The simpleness of it. Not too flashy.
The small atmosphere, convenience. Charming city
The small shops.
The small town feel
The variety of boutique stores and fine restaurants
The view
The views and walkability
The views, restaurant locations and food quality
The views, the ocean
The village atmosphere
The 'village' feel (2 identical comments)
The water
The way all the stores are so dog friendly.
Unique

Variety of goods and services. Price high-- get what pay for

Variety of products

Views (3 identical comments)

View of the ocean

Village by the sea

Village is warm as is the weather and people. Beach is the very best in the world.

Walkability

Walkable, friendly

Walking and shopping with ease

Walking distance from my apartment. Close to the beach.

Walking where I need to go

Walking, food, coffee

We like to go to the restaurants in the Plaza and then walk down to the beach. The playground next to the beach is also great and we loved the library when we lived here.

We live in Del Mar Heights, so I enjoy walking down and back to the village

Weather, beach, walking to restaurants and beach

Weather. Close proximity to everything

What do you think most needs improvement in Del Mar Village?

A bigger bookstore

A greater variety of products for sale.

A little better architecture wouldn't hurt! Maybe Spanish?

A little more variety in stores

A medical building, gas station, a drive through healthy food (pick up).

A vision. You cannot govern with the idea of keeping people out yet on the other hand wanting their money.

Additional product availability/choice. Fewer realtor type businesses.

Allowing more commercial improvements

allowing more sidewalk dining, fewer real estate official, public art

Appearance of storefronts, sidewalks are bad!

Availability for longer term parking (more than just an hour or two)

Availability of parking spots

Bars

Bars, lounges, clubs, entertainment

Basic goods and services, pharmacy, market

Better parking

Better parking employees at Plaza parking

Better parking for shops

Better quality shops

Better retail

better shops and restaurants for young families

Better stores, more variety, common needs

Better traffic flow

Better traffic flow on 101 at rush hour

better variety of retail

Better variety of shopping more for residents, less for tourists. Better parking.

Better, high-end retail shops Art galleries should find a home here

Better, longer parking. Change machine.

Better, more affordable clothing

Cater hours for coast highway shops
CCRs
Change overpriced goods
Clean the sidewalks/under freeway now.
Clean trash on streets in the beach colony after busy summer days
cleanliness
clothes
cross walks (3 identical comments)
Crowds
Diversification of businesses, outdoor walking pedestrian friendliness with a mecca of fine dining and strolling musicians. A nightclub with live music similar to Jack's in La Jolla.
Diversity and change the council make-up
Don't know
Eliminate train horns and ticket nazi
Energy, better shops and services
Everything looks great-- possibly more free parking
Festivals, parking, traffic flow is awful
Fill the storefronts-- variety and consistency.
First time here. Everything looks great!
FREE parking and more parking in general
Free parking near beach
Friendly to customers, affordable stores
Goods and parking
I-5 traffic by Del Mar Heights
I'd like to see more casual upbeat restaurants and ocean views.
Improved parking
Infrastructure improvements, more retail, less commercial business.
It needs another inexpensive place to eat. A sandwich costs \$10!
It needs to become a place to walk down the hill to. Sidewalks, window shopping, place to gather, places to eat. User friendly!
It's become a tourist attraction
keep cleaner
Larger variety of stores, not realtors and hairdressers on ground floor

Less jewelry stores
less metered parking
Less offices, more parking
Less people
Less traffic (2 identical comments)
Look/appearance
Many things-- not customer friendly
Mix of stores, example- hardware, office supplies, movies, etc.
More affordable
More affordable everyday needs
More affordable shopping
More affordable shopping and maybe some more 'snack' shops.
More affordable stores
More affordable stores, fewer real estate office, grocery store.
More businesses south area
More everyday shopping
More festivals or events
More outdoor cafe's and restaurants to take advantage of its weather and scenery.
More parking
More parking
More parking availability
More parking during some festivals and events
More parking that is over 90 minutes
More parking, less car traffic
More parking, more shops geared toward younger people
More parking.
More reasonable stores
More retail and restaurants
More retail creates synergy
More retail mix
More retail!
More shopping variety
more shops

more shops
More shops (more affordable), more diverse selection
More shops and boutiques
More shops-- commercial and fashion
More shops-- seems like a lot are closed
More shops, larger variety
more shops, less restaurants and realtors
More specialty shops like 'Ocean Song,' which went out of business a few years ago.
More stores and restaurants
More stores, dining. But do not become La Jolla!
More stores, lacking a critical mass
More variety
More variety in shops
More variety of businesses
More variety of shops
More variety other than real estate. We miss the bookstore in the Plaza and the Champagne Bakery.
more variety, pedestrian mall
More walkways, better lighting, Harvest Ranch is too expensive
Music events
Needs a barber shop
Needs to be more attractive to the eye.
New stores
Nicer restaurants
Night life (2 identical comments)
No changes!
No ideas at the moment-- well, maybe beach parking in summer
No immediate pharmacy
Not much (2 identical comments)
Nothing (7 identical comments)
Nothing. Parking?
Offer a better variety of goods and services. Don't commercialize it though-- keep the old village feel.
OK for me
Paint, freshen it up

Parking (49 identical comments)

Parking (Free)

Parking and city council needs to be changed. 'New blood' is needed. Same old crew and cronies are not making this a better place.

Parking and keep the park

Parking and responsiveness to the needs of shop owners

Parking and safety on streets as a walker

Parking and some residential streets to be fixed up. Make them look attractive.

Parking and some sprucing up of facades

Parking and summer beach crowds can become problematic.

Parking and traffic (2 identical comments)

Parking availability (2 identical comments)

Parking availability, no parking fees Sundays, holidays and late evenings

Parking back to 2 hours

Parking-- but it would probably have adverse impact on the above

Parking fines need to be ended immediately. I don't shop here as a result.

Parking for bigger vehicles

Parking for residents

Parking for restaurants

Parking- particularly handicap parking near the Powerhouse Building/community center on ocean at 15th.

parking spaces

Parking-- there are too many 90 minutes spaces

Parking, beach

Parking, live music

Parking, moderately priced eating out choices

Parking, more 2 hour parking

Parking, noise and drunkenness late at night when Jimmy O's, etc., closes.

Parking, spacing out stores along Camino Del Mar--further south. A variety of stores,

Parking, traffic flow

Parking, traffic. Better variety of quality retail.

Parking. Can't go to Starbucks

Parking. Don't ticket on the weekend.

Parking. Too much dedicated and marked

Parking... almost perfect

Parking? But I would hate to see the charm destroyed by parking lots/garages. Catch-22.

Parking? More places like Power House community center, basketball courts, athletic areas.

Pay proper taxes proportion to property value. Glad you offer housing to those who need it by those who have too much.

Re-do business district

Reducing pass through traffic. No one wants to eat or shop next to high volume traffic.

Remembering who your friends are

Remove the stop signs

Restaurants

Retail- books, newspaper shop. Increase downtown-- village towards 10th Street.

Riding a bike through Del Mar is certain death. Not sure how to fix this.

Safety

Safety, traffic concerns, parking on Luneta and Stratford.

same

Shopping

Shopping, parking, sidewalks

Shops open more hours

Shops, more diversity

Sidewalks

sidewalks

Sidewalks! Storefront architecture.

Sidewalks. More high end shops.

Some building roofs and frontage need cleaning and upgrading

Some of the buildings look old

South end of town needs improvements

Stairs down cliff to beach

Store hours.

Storefronts are a bit unattractive. Don't look like they belong together.

Stores

Streets and sidewalk, Coast Blvd and Camino Del Mar need to be maintained better

Streetscape and building improvements, attract new businesses

Streetscapes, hardscape/landscape, street furniture, existing retail/commercial buildings--remodeled, face lifts, signage.
Support to shops
Taxation problem
The cooks
The crosswalks
The Del Mar Hotel is a bit of an eyesore.
The parking-- more parking, less parking tickets
The Plaza is not very visible, needs better stairs and signs to let people know what is there, before you bike up the stairs.
The sidewalks are broken and filthy. Need steam cleaning.
The SOUTH side of town.
The streets need to be repaved and the bike lanes widened
The traffic
The traffic
The traffic, too much pass through traffic that does not add economy or value to our village.
Tighter control of quality retail outlets.
Too few restaurants, too few shops, too many real estate offices!
Too hard to wait to cross 15th
Traffic (6 identical comments)
Traffic and parking
Traffic control and more food places
Traffic control, parking availability
Traffic flow (8 identical comments)
Traffic flow and parking
Traffic flow on 101
Traffic in summer
Traffic is a headache and hazardous for pedestrians, as well as cars. Not much you can do about it.
Traffic issues, more retail, fewer offices
Traffic on the 5.
Traffic too slow
Traffic, better shops, more shops
Traffic, parking (5 identical comments)

Traffic, too many tourists
train station
Two hour parking instead on 90 minutes
Variety
Variety and quality of retail, tenant mix
Variety of goods, prices
Variety of merchandise
Variety of retailers
Variety of shops (2 identical comments)
Variety of shops-- don't loose.
variety of stores
Variety of stores (groceries).
Variety of stores for residents
Variety of stores with longer hours. Lots of realty and U.S. Postal Office is in prime location for restaurants/shops. Doesn't seem welcoming to visitors, lack of signs.
Variety of stores, better parking
Variety of stores, better parking, no charge for parking and support from City of Del Mar to be business friendly.
Variety, business for residents
Variety, parking
Vendors between 10th and 15th
Walkable-- sidewalks wider, bike parking
we need a drugstore and pharmacy
wider sidewalks

What kinds of new goods and services would you like to see in Del Mar Village?

A teen club

A teen club.

A video game store

Additional bookstore, additional resort wear (mid-line)

Albertson's type shopping in village on a small scale

All those inclusive of an 'all around' downtown.

Almost perfect

An assortment of stores-- bookstore, some chain clothing shops

An ice cream store would be nice. The Market in the Plaza is essential. A high end Thai/Vietnamese restaurant.

Another bookstore

Another good bar

Another market, more clothing shops, possibly at south end of town.

Any!

Art galleries, gift shops

art store

baby and toy and clothing stores

Bakery

Bakery

Bakery, lunch take-out

Barnes & Noble or Border's, movie theater

Bath & Body Works, Jamba Juice and a bookstore

beach, food

Besides traffic and parking, it's alright.

Better bookstore

Better bookstore, men's clothing

Better businesses

Better clothing, electronics

Better food

Better food market-- like Seaside in Cardiff

Better gourmet foods. Harvest Ranch is not very good. More cafe's/wine bars, more beach supply boutiques.
Better lunch places
Better night life
Better restaurants
Better shopping
Better shopping,nail salons, cafe's, places to hang out.
Better, cheaper variety of restaurants.
Bike shop, small restaurants
bookstore
Bookstore, kid friendly restaurant
Bookstore, more chocolate
Boutiques are nice, but need better general shops
Casual food-- yogurt, tacos, etc.
Cd store
child friendly restaurants and attractions
Cigars
clothing
Clothing
Clothing for younger generations, more areas to socialize (plazas, etc.).
Coffee house, music store
competitive supermarket, variety of shops
Convenience stores
cookware, more restaurants, kids clothes
Costco in Del Mar somewhere
Cute, different shops, toy store, clothing
Dining
Drug store type goods
Drugstore
Drugstore
Drugstore
drugstore
Drugstore, hardware, late hour convenience store.

Drugstore/hardware
drugstore/pharmacy
Drugstores, music/dvd
Eateries, not big chain restaurants
Entertainment?
Even more small shops, public restrooms
Everything is here. Why do you want more.
Examples-- Bread & Co, video rental
expand a bit more south
Family restaurants, book store
Farmers Market
food choices
Gap
Gas
gas station
Gas station
Gas station
gifts, cards, more of retailers like on Cedros
Gifts, pharmacy, stores to attract visitors
Good food store, such as Jimbo's!
Greasy spoon breakfast.
Greeting cards, antiques
Groceries
Groceries, pharmacy
Gym
Hardware, deli
Hardware, pharmacy
Hardware, pharmacy, B & B
Head Shop
Health food store/market
Healthy food grocery store, better clothing options, drugstore.
High end boutiques
Hobby shop, Christian bookstore

Hotels/Motels

I am happy with status quo

I like everything around here

I like it the way it is

I like it the way it is. I don't think it should be a full service shopping area.

Ice cream

Ice cream shop or soda fountain

Ice cream shop, men's clothes, resale clothing

ice cream shop, more eclectic shops

Ice cream shop, more relaxed dining

Ice cream store, neighborhood Italian restaurant.

In & Out Burger

In 'n Out or a convenience store

internet cafe

Internet cafe

It is fine the way it is

It is hard to identify because most of my shopping is at larger, cheaper, big box stores which would never be built in Del Mar.

It's just about perfect already

keep it the same

Kids store, music store, more parking, later hours of operation at patio bar, music (live), fine gifts and cosmetics store.

Larger bookstore returning, shoe stores

L'Auberge wants to build a 7000 sq ft health spa. I think the city should let them!

Let life take its course. First shuttle bus from 15th to Camino Del Mar to racetrack. Shuttle from Via De Lavalle to 101 to Del Mar

Live music

Low priced (competitively priced) clothing stores. More stores for everyday products (such as bakeries) would be great!

Lower prices, variety

Make it a village where one could do errands, basic shopping. A self-contained community.

Mall

Market-- pricing competitive with grocery chains

Massage
Maybe a drugstore
Men's clothing
Mexican restaurant and Johnny Rockets
Moderately priced restaurants
more artwork
More bars
More bikini shops
More boutique shops
More boutiques
More boutiques, a movie theater, more restaurants/bars. More services.
More cafe type eateries
more casual restaurants
More cheaper food options (not fast food)-- for those who work here it can be inconvenient.
More clothing shops. More choices of places to eat. More parking, less \$\$
More concerts at the fairgrounds
More dining variety
More down to earth store
More events
More every day good. The village should be a 'complete' community.
More festivals
More festivals and farmers markets. Rentals-- bikes, kayaks, surfboards, etc.
More food and interesting retail
More friendly shopping
More fun
More grocery and restaurants
More intimate, quaint, cozy, restaurants and shops on south 101
More like La Jolla
More local coffee shops
More men's clothing
More men's stores. More food choices beyond fish.
More open lunch hours
More parking

More parking.
More places like Board & Brew
More places to eat. Lifestyle stores-- i.e., surf shops, health, sports, bike, etc. Barber shop, home and house products.
more reasonably priced places to eat
More restaurants and sidewalk cafe's, less real estate and hair and nail salons, more art galleries, high-end gift shops, better fashion stores for men and women, better bookstore.
More sandwich shops
More shopping, bigger names, more restaurants
More shops
more skate parks
More small mom & pop restaurants-- not big, 50 table ones
More specialty boutiques, less chains
More stores like Banana Republic
more take-out food
more trinket shops, cafes
More unique stores; international cuisine
More variety
Movie theater, hardware, office supplies, etc.
Music
Music stores
Music, more outdoor cafes, more clothing for young adults (20s)
Nail salon, more outdoor cafe's, more trendy, less expensive for young adults, shopping
Need music
New clothing stores
Nightlife
No chains! A bookstore, more food.
None. Just like to visit
Not interested in making Del Mar a shopping destination
nothing
Nothing. I like it.
Only boutique shops/stores. No chains!
Outdoor restaurants, Whole Foods market, Dean & DeLuca

Panera Bread
Parking garage expansion-- more parking
pharmacy
Pharmacy
Pharmacy
Pharmacy
Pharmacy
Pharmacy, bookstore, all the things we lost
Pharmacy, hardware
Piano bar and dance studio
Possibly more antiques, collectible shops
Practical
reasonably priced children's clothes and toys
Restaurants
restaurants
Restaurants- not so expensive
Restaurants that are more affordable. Happy hour places
Restaurants, deli's, soft goods
Restaurants/bars open late
same
sandwich shops
seafood
see above
Seems to have a good variety. Maybe more books/music.
Seriously that snack booth idea would be awesome.
Shops that cater to older men and women
skateboard shop
Small unique boutiques
something other than clothes
Something other than clothing and real estate offices
Specialty shops and more 'fast' food.
sporting goods store
Sporting goods, athletic wear stores, bike shop

Stores geared toward 20 to 30 year old females. Current ones are much older
stores that bring in revenue
Stores that provide activities, such as a ceramic cafe.
Street fair, concerts, car show (antiques), arts and crafts
The people (locals) need to support their local privately owned businesses in Del Mar.
Theater
Too many to list
Toy store, more items geared for children
Trader Joe's!
upscale owner-owned shops
Variety of fast casual dining
Variety of stores
Volleyball shop
Walking area, in/out traffic
Wal-Mart (just kidding)
Washington Mutual
Well-priced, nice lodging
Who knows
Whole Foods
Would like to see more patronage to ensure survival of Harvest Farmers Market in Plaza, liquor store, etc.
It was a shame to lose the filling station and car repair. Would like a pharmacy.
Would love a healthy lunch place-- smoothies, wheat grass, juices. Something like the Juice Kaboose in La Jolla.
younger clothing stores

Do you have any ideas about how to make Del Mar Village better, or is there anything else you would like to tell us about Del Mar Village?

15th Street corner is bad. Right turn on red is impossible.

A wonderful village feel. There are some stores where the familiarity of the proprietor adds to that village feel but others where there is a disconnect between customer and resident/visitor.

Access is not that easy-- hard to compete with shopping centers. Del Mar is fun for walks and relaxing.

Allow skateboarding

Avoid over development

Beautiful

Beautiful beach, I like the scenery. Need more parking spaces-- always a problem.

Better entertainment, later hours, less traffic, better dining

Better parking (2 identical comments)

Change CCRs so important

Change the mayor

Check out Berkeley 4th Street

Clean the beach. Add more parking spaces.

Cleaner beaches, more parking, more clothing stores.

Close the street for a fair! Encourage new businesses, remodel, make a Del Mar Village 'center' easily seen and accessible. Dress the streets with lights, after dark Del Mar appears dark and gloomy.

Clothes stores

Could use a good deli. Needs a video store. Parking is hard but I don't want to see a big parking structure either.

Definitely a nice place to visit

Del Mar attracts and promotes a healthy active lifestyle.

Difficult to find parking in order to shop. Many times I go elsewhere to shop just because of this reason.

Do not favor development of Camino Del Mar as business office district, especially not at 10th & CDM. We need a southern portal with destination retail and destination restaurants there to provide a complementary pole to the Plaza.

Do not replace the dirt on Del Mar racetrack with synthetic products.

Do something about parking

Don't change!

Don't change! (much...)

Don't just have 'very high end to high end shops. 'Regular Joe's' want to come here too.

Drop the smoking ban!!

Drop village from name. Add stores and restaurants that would serve residents.

Eliminate street parking, create sidewalk dining; we need parking structures close to core areas; lighting; eliminate a few stop signs; parking enforcement and hours are too restrictive

Enforce a rule that says 13 year old girls aren't allowed to wander to streets in bikini's.

Fence

Fewer big houses, fewer stores, better traffic patterns.

Fix the streets and roadways. Repaint some of the buildings. Revitalization without loss of the style of Del Mar.

Gas station would be great!

Get rid of parking enforcement immediately.

Get RR Station back. If easier to park, then would go shopping in town, but only go to restaurants in Plaza because they have parking.

Good place to take a date!!!

Great place!

I am surprised that there isn't more emphasis on parking in Del Mar. There are so many good stores with great merchandise that are relatively undiscovered. They have a good core local base, but no visibility outside Del Mar.

I enjoy it the way it is!

I like Del Mar Village. Maybe it would be good to have another hamburger place like Johnny Rockets.

I like how Encinitas did their streetscape and overall renovation in the downtown area.

I like it the way it is

I like it the way it is, except for traffic

I like it.

I like the new clock. My husband and I like L'Auberge. We like the shop keepers. We like friendly Californians. Del Mar is clean, much less glitzy than La Jolla, which we also like. Appreciate Del Mar newsletter telling us of goings on.

I lived in a city for many years and always enjoy returning to Del Mar.

I lived in Greenwich, CT, for years. Finally they put a charge to access the beach (for the public). Only residents could go for free (they paid annually with taxes). Kept it very nice. You could do this.

I love Del Mar

I love Del Mar

I love it

I love it as it is.

I love it here; never thought of changing it!

I love it!

I love it!!!

I love it.

I love it. I've lived here almost all my life. Maybe add a few more restaurants-- but not fancy.

I love the diverse restaurants and clean streets/park/ocean areas. I love the Farmers Market.

I need to become more involved before I can comment

I really like Del Mar Village. It's a great place to show visitors how beautiful California can be.

I think Del Mar is a very nice area. We need better maintenance of sidewalks, etc., and landscaping.

I think it is a very attractive area, but parking is the biggest problem. I sometimes have to park in residential on 14th Street.

I think it is great!

I think it's a great place to come with friends and visitors from out of town. It is definitely a jewel in San Diego. Love it!!

I want to move here from Ohio, but I doubt we could afford it.

I would love to see certain stores keep a little later hours. The average person is off work at 5 or 6 and our little town shuts down pretty close to that.

I'm very interested in the gas station development. At the Plaza the public overview deck/restaurants are a 'gift' to old Del Mar. I think a public benefit that the gas station developers can give to Del Mar is a southern retail anchor with a design that has destination-- second story restaurant with associated deck and public second story overview deck with related retail spinning off the development's circulation system. The existing design makes a weak attempt towards restaurant/retail. It's geared for office condo-- they say the design offers expandable retail space, but it doesn't. The plan lends itself to expandable office.

Improve pedestrian crossings! Bike lanes, a trolley. Good luck!

Improve the buildings or parking availability

In & Out Burger

Increase garbage cans at the park 15th street.

Increase variety of services

Is a good size and people are friendly

It is charming, but I wish there were more shops

It needs to be a more friendly place.

It needs to be updated but still with the charm of small village.

It's good, it's homey and I like the old style buildings. Clean your beaches!

It's grown a lot.

It's my favorite San Diego town and I hope to move here sometime soon.

It's nice!

It's on the right track!

Just a few more restaurants and little better architecture

Just thank you for getting and asking me to do this survey.

Keep it feeling quaint, but offer more up to date goods and services.

Keep parking free. Eliminate parking tickets and parking fees for surfers on Torrey Pines Hill

Keep the fast food places out! Improve the parking. Have sidewalks so walking is safer

Less cops, more parking, more food joints, near the beach

Less stop signs!

Looks very old and dated. Update to more modern look

Love the dogs!

Maintain its historic village feel

Make it into a real dining, shopping area!

Make it more hip/friendly

Make parking easier. Be more resident friendly and supportive of homeowners.

Mixed use- loft/work space

Model yourself on the progressive mindset of Solana Beach/Encinitas

More amenities near the beach

More appealing and affordable retail stores for family. Family restaurant close to the beach. Del Mar has the most beautiful and clean beach than any other cities (coastal). Lifeguard outstanding. Friendly people. Volunteers work very hard for Del Mar.

More banners, communication, advertising about local events

More community events-- live music, concerts, etc. I love Del Mar village! Keep up the good work!

More community events that would bring people out (music). In general, it is really enjoyable.

More dogs on main street

More fairs

More free parking

More free parking

More interesting shops, fewer offices, improve landscaping

More of those clocks, like on the corner of 15th and Camino Del Mar

More shopping

More shopping

More sidewalk dining

More street events

More traffic control, casual dining

More traffic through town with synchronized lights, south 7:00 to 8:00 AM and North 4:30 to 5:30. This will open up the town in non-rush hour. The city extends rush hour with its slow down approach. Expand commercial zoning on the Stratford. Both sides. That is the natural downtown and it should be encouraged and not stopped.

More tree planting in Camino Del Mar. Shops that allow a person to live here and survive without a car. Christmas lights rather than plain wreaths at Christmas. Greater flexibility in parking, though attendants treated me fairly when incorrectly parked outside property. Must retail current level of shopping, post office, etc.

My major complaint since I've lived in Del Mar for 20 years is the major traffic flow. Maybe if there were 2 lanes that would alleviate the congestion.

Narrow streets, each way. Widen sidewalks.

Needs a change and an update!

Needs to attract outsiders. Need residents to shop in the village. Need city to be more supportive of the village merchants. parking is a major problem.

Needs to be more business friendly

Needs to be more pedestrian-friendly with benches, level sidewalks. Need a sidewalk to fairgrounds, ice-cream store, hamburger joint.

No. I think your organization benefits us residents and exhausts itself to do its very best.

Nope. Love it- always have.

Nope. Thank you for the ticket!

Not really. I really like the way it is.

Parking is a problem. Meter maids are too prompt. What is wrong with 5 minutes?

Parking pass for residents. No speed bumps. Restrict flow-through traffic.

Parking solutions?! I think that has to be solved.

Parking, shuttle service

People should smile more. It is a beautiful place.

Place for young people to congregate, public art, Del Mar needs a central energy point-- a gathering place, evening activities, art openings, places to go, bookstore, outdoor eating. Needs focal point.

Really enjoyed Art Walk; closing of street was great!

Redo the existing Del Mar TV studio on 10th Street so that Del Mar TV can continue to produce shows for the community.

Reduce/slow drive through traffic. One lane all the way through town/ and 25 mph.

Renovate some of the buildings, bring interiors of the restaurants up to date--more modern. More entertainment events for children and adults-- like teen dances at light house, etc. We would come more often if there was something else to do but eat.

Safety improvements. Smoking and non-smoking areas.

Save the market. We need a local grocer.

Shops like Leaping Lotus

Sidewalks are a bit dull

Sometimes difficult to park, otherwise it is perfect!

Sorry, just don't get up this way very often, but I do like the charm of the village and the feel of older buildings.

south, south, south 101

Stop being strict on parking meters. It seems like if I am one minute over I get a ticket.

Strange place!

Surf related events, high-end events. Sell your image!

The corner of 101 and 15th should be a park as we originally had been told it would be by the developer when La'Auberge was proposed. Would serve as a center for people to congregate.

The Del Mar beach is wonderful!!

There does not need to be any change. Manage it consistently and it will hold its own.

Think about needs of residents.

Think it is quite lovely as it is.

Think Italian lifestyle with California weather. A walkable town, wide sidewalks, a place to shop, eat, work and a place for tourists to get a better experience here. More hospitable, better interaction with locals and more things to do on foot in town. We have the best perch on the coast and the most potential of any city. Now we must implement the plan.

Too many cops.

Too many people with too much money. Need to come back to earth!

Traffic flow & handicap parking are my pet peeve. I have an elderly mother from Del Mar and the only parking she can find in the Village for handicap is in front of Bully's or at the very far end of the parking lot across from Poseidon. If she could walk that distance she would not need a handicap sticker.

Traffic is a big problem. I'd like to drive through at a slower pace. I always feel like I'm going to get run over.

Traffic is the main concern as I see so many near accidents. I think perhaps pretty stone bridges over CDM for people would be safest. The city is always clean and well maintained. I think the southgate buildings (at the gas station) should have continuity with the Plaza to make the Village Center a whole and architecturally consistent.

Try to be less restrictive and give parking a priority. You depend on outside people for your tax revenues.

Underground parking, put the road underground

Update services and appearance! Do not fill with lots of national stores.

We come to Del Mar primarily for restaurants. We love Jake's.

We like the small independent shops. The easy parking, even the parking monitors are nice.

We love it here

We love it here. Thanks for asking for our opinion.

We visit our UCSD daughter and over to Del Mar-- we enjoy everthing!

We would love a small, healthy sandwich/smoothies/wheat grass/protein bars/juices-- a healthy type juice bar/to go sandwich or salads for beach. Something besides pizza.

Wish I knew the answer! It's tough to balance keeping the charm while expanding economic opportunities. Basically, I think if you figure out the PARKING, the rest will fall into place. Thank you for working on this.

Work to bring train stop again in Del Mar

Yes, the ambiance is diminished due to the trees blocking the beautiful views that we once enjoyed. Take a look at the plaza. It appears that the merchants are not keeping up deferred maintenance-- i.e., chairs outside near Il Foranio. Give the merchants support so they can make a living and keep beautiful Del Mar 'upscale' as it should be, and not just a 'speed bump' in the road. I love Del Mar.

Yes. Consider making 15th Street from Camino Del Mar west all parking from Friday 6 PM to Sunday 10 PM. I have a few other ideas I'd like to discuss. Please call me.

Business survey

I love the location. Parking could be improved. City officials working at city hall are the only ones who have free, unlimited, adequate parking.

As a marketing professional, it is astounding to me that village merchants, either alone or in aggregate haven't recognized their ONLY viable market -- resident Del Martians. The Village does not offer economies of anything (traffic patterns, parking, entertainment, dining, shopping opportunities, etc) to be a true destination for anything but the beach. If you can survive off the beach (i.e. Rusty's, Julies) you're ok, if not you're in big trouble. Who would consistently shop in Del Mar when they could shop in La Jolla? Even if Del Mar had parking, there are not enough diverse opportunities to make it worthwhile to come here.

We could use an increase in police and sheriffs patrolling the area--especially after regular business hours and on the weekends. Del Mar becomes very quiet after hours and is a great target for opportunistic criminals. The nearest Sheriff's Dept. is in Encinitas. The response time is unacceptable due to the distance.

Not enough lunch quality restaurants for business people

Would like to see a convenience store in the village area like the 7-11
village needs to be more parking friendly !! When your budget includes \$1,000,000.00 for parking fine's I think it's hard to get people to shop in Del Mar.

We have a P. R. problem!!!

Parking is an issue. Configuration of buildings is an issue for retail development
signage restrictions are an issue with us. The brick sidewalks out front are a hazard parking can sometimes be a problem during regular business hours. Many employees from surrounding businesses do the "Del Mar shuffle" where they park for 2 hours and move to the next parking space for the next 2 hours.

Need the train station back, would help parking, congestion, bringing people back to shop and stroll thru town without worrying about parking, tickets et cet. The city collects over 1 million in fines and ticket revenue so it will not happen, but the perception is go to Del Mar, get a ticket, so why go there?

The business climate here is decidedly unfriendly. Excessive regulations, restrictions, and requirements.

The sidewalks and streetscape need to be improved in commercial zone. The 14 feet height limit on the west side of Camino Del Mar should be increased to allow for second story. More outdoor seating areas should be allowed for eating and just hanging out along Camino Del Mar. A safer way to cross Camino Del Mar should be initiated.

I would hope the DMVA would promote all business in Del Mar. I do! I use local merchants whenever I can. I believe we should all work together. Thanks.

Needs storefront upgrades and curb appeal for walking customers.

I have made a lot of friends in Del Mar and for the most part I've enjoyed working there, but the city does not support merchants beyond 15th and progress towards that end has been too slow. I am now doing more business in Solana Beach than in Del Mar and I have only been there nine months.

Del Mar is the most beautiful shopping destination in southern California. People need to know about it. We have a good thing going if only we could get some buzz behind the destination.

Our business has been very successful here in DM because of the service and products we provide. Our business is located in a building with an interested/proactive/fair landlord who cares about his building and tenants which helps to make doing business in DM much easier. It would be great to see some of the other surrounding land-owners invest to update their buildings which would help for not only better foot traffic but more interesting/usable retail businesses to succeed here in DM.

- 1) Most of the storefront needs major face-lift to be more attractive and visible to potential customers.
- 2) Perhaps the Association can assist/sponsor co-op advertisement to locals as well as to tourists. We need a lot more exposure than what we have now.
- 3) Get rid of Farmer's Market - it hurts all the businesses in Del Mar, certainly mine.

It is a challenge and most businesses have not survived. We need more traffic in the off-season and better parking. We need more building allocated to retail space because we have too many real estate offices that could have been retail space. The 90 minute parking hurts as well.