

DEL MAR FOUNDATION NEWCOMER GUIDE

WELCOME to DEL MAR, California, 92014

The Del Mar Foundation cordially invites you to visit its Hospitality Committee page on its website at www.delmarfoundation.org to learn more about Del Mar. The Hospitality Committee hosts two Newcomer Socials per year to introduce newcomers to Del Mar, and to one another. To receive an invitation to the next social, please leave a message on the Del Mar Foundation phone at 858-635-1363, or visit the link above, and tell us if you are interested in meeting other new Del Marians, and a few old-timers as well. An updated and expanded version of this brochure can be found at that link.

< BASIC FACTS:

Area: 1.8 square miles.

Population: Approximately 4,500 people.

Del Mar is bound on the west by 2.5 miles of pristine beach along the Pacific Ocean, on the north by San Dieguito Lagoon teeming with wildlife, on the east by the open space and hiking trails of Crest Canyon, and on the south by Torrey Pines State Reserve and Los Penasquitos Lagoon, with varied wildlife habitats.

Del Mar also features Powerhouse Park at 1658 Coast Boulevard, abutting Powerhouse Community Center, which serves as a venue for many local events. Further south lies Seagrove Park, a grassy expanse with scenic ocean vistas and shady Torrey Pine trees. Located between Powerhouse Park and Seagrove Park, Del Mar's Tot Lot Playground serves Del Mar's youngest citizens.

< A SHORT HISTORY: Del Mar is a result of New Yorker Theodore Loop's effort to build a railroad linking San Diego and Los Angeles in 1882. The railroad was to travel through Township 14, then known as Weed, named after a local rancher. When Loop came west to put his plan into action, he saw the land and declared the area to be "the most attractive place on the entire coast." Loop's wife named Del Mar after a popular ballad of the times.

Jacob Shell Taylor, an early entrepreneur, saw opportunity in Del Mar with the arrival of the railroad. Taylor bought over 300 acres in 1885, plotted out Del Mar and began his development: some 40 houses and his extravaganza, the Casa Del Mar on 10th Street. This hotel, opened in 1886, was innovative and popular. It featured a dance pavilion, an ocean pool, electricity, a telephone line to San Diego, and the convenient railway. The town thrived, but briefly. In 1889, great and heavy rains washed away Taylor's grand designs as well as some streets, telephone lines and railroad tracks. In 1890 the hotel burned down, though the rest of the town survived because of a shift in the wind.

In 1900 the South Coast Land Company bought up land for development. The company obliterated any remaining traces of Casa Del Mar on 10th Street, and changed the center of Del Mar to the English Tudor style Stratford Inn on 15th Street by 1906. The Stratford Inn Hotel became a

favorite of Los Angeles/Hollywood based silent film stars. The L'Auberge Del Mar resort now stands on the site.

As the population grew in the 1920s and '30s, the Kockritz building went up across the street in matching English Tudor style, now known as Stratford Square. Other notable Del Mar architecture includes the Powerhouse, 1928, rebuilt to become Powerhouse Community Center; the Del Mar train station, across from Powerhouse Park, now under private lease; the Library, 1912, formerly St. James Catholic Church, now with a mosaic/mixed media wall; and the Del Mar Castle, a private residence built in 1927, on Avenida Primavera near Crest Road.

In 1933, a plan to build a permanent home for the San Diego County Fair within the 22nd Agricultural District at the north end of Del Mar was accepted. The funds to purchase the land came from the State Division of Fairs and Expositions. The funds to build the site came from a grant from the Works Progress Administration (WPA) in 1936. When that funding ran out, a group of investors, including Bing Crosby and Pat O'Brien, put up more money to finish construction of the Spanish colonial style buildings and expand the facility to include a racetrack franchise, which they leased. The track opened in 1937, Seabiscuit won in 1938. The Crosby/O'Brien Hollywood connection brought the rich and famous of the time back to Del Mar, to the track. Races have run every year, except for a time during World War II when it was used as a bomber tail assembly plant.

After the initial success, track management changed hands over the years until 1967 when The Del Mar Thoroughbred Club (DMTC) was awarded the lease. The DMTC rebuilt and expanded the facility and is the current lessee. Each year the San Diego County Fair comes to the fairgrounds in early summer followed by the racing season, mid summer to early fall.

Beyond the south end of Del Mar is Torrey Pines State Reserve, with a web of hiking trails that overlook the ocean and surrounding mountains. Various early enthusiasts fought to protect the Torrey Pine since its discovery in 1850: the trees' only habitat is along the coast north and south of Del Mar and Santa Rosa Island.

< THE CITY: Del Mar incorporated in 1959. The city grew and when the University of California at San Diego opened in 1968, Del Mar became home to many faculty and students. In 1976 Del Mar adopted its "Community Plan" and resolved to limit growth and to preserve and protect open spaces by "putting greenery in the scenery." For an outline of Del Mar's Community Plan, go to <http://www.delmar.ca.us/Government/City%20Development%20Documents/Community%20Plan.pdf>.

TODAY'S CITIZENS OF DEL MAR: Del Marians appreciate the natural gifts of the clean ocean, open spaces, verdant vegetation, village atmosphere, view protection, the original street layouts, and limited night illumination, allowing the moon and stars to be the brightest lights. Del Mar ordinances protect the Torrey Pine and Monterey Cypress trees, scenic views from residential homes, and the size of structures. Dress is casual.

< UNIQUE DEL MAR

Del Mar City Hall, 1050 Camino Del Mar, is open from 8 AM until 4:30 PM, Monday through Thursday, and closes at 4 PM on Fridays. 858-755-9313.

Del Mar Post Office, 122 15th Street. 800-275-8777.

Del Mar Branch of the San Diego County Library, 1309 Camino Del Mar. 858-755-1666. Closed Mondays.

Del Mar Farmers' Market operates on Saturday 1-4 PM in parking lot behind City Hall.

Del Mar Lifeguards are headquartered at the Lifeguard Tower on Coast Blvd at 17th St. Lifeguards are on duty 365 days per year.

Webcam on Del Mar surf: www.camzone.com Surf Conditions: 858-755-2971.

Dog Beach is north of 29th Street. Dogs must be leashed from Memorial Day through Labor Day. Otherwise, dogs may be off leash but under voice control.

A Dog Park is located behind the Winston School at 215 Ninth Street, where dogs may run off leash in the late afternoons. All dogs must wear a current County dog license while on public property, and owners are required to clean up after their pets. "Dog bags" are available at dispensers at all parks and beach entrances.

Local Events are frequently posted on the "Community Calendar", which is posted on the City's website: www.delmar.ca.us; click on Residents, and go to Community Calendar. Local Events are also found on the Sandpiper website at, www.delmarsandpiper.org/Pages/events.htm. Smoking tobacco products is prohibited on any public property in the City, including the beach.

Use of leaf blowers is prohibited anywhere in the City, including on private property.

Del Mar Tennis Courts are located at Court Street, and are open from 9 AM to 8 PM on a first-come, first-served basis. Proper tennis shoes are required, and no dogs are allowed.

Del Mar's Zip Code is 92014, but 92014 also includes some neighborhoods of the City of San Diego and unincorporated San Diego County.

< DEL MAR'S NON-PROFIT ORGANIZATIONS

Del Mar has a long history of being a small city that thrives on volunteer citizen involvement. Volunteers created the city's General Plan in 1976, saved Seagrove Park from becoming the site of a restaurant convinced their neighbors to "Keep the Greenery in Scenery" by purchasing the site of Powerhouse Park, and later renovating the Powerhouse building into the Powerhouse Community Center. This long history of volunteerism has made Del Mar the unique place it is today. In a small city like Del Mar, every citizen can make a difference by getting involved. Volunteerism is also a great way to meet active and interesting people.

DEL MAR FOUNDATION www.delmarfoundation.org

The mission of the Del Mar Foundation is to promote civic pride and cohesiveness, acquire and preserve open space, improve beaches and parklands, raise and grant funds, and sponsor diverse cultural programs and community events in Del Mar.

The Del Mar Foundation is a Community Foundation focused on the Del Mar area, and is committed to the long-term enhancement of the community. A

great way to get involved in Del Mar is to join one of the committees of the Del Mar Foundation.

The Committees of the Del Mar Foundation include:

The Hospitality Committee created this brochure, and serves to welcome newcomers to Del Mar.

The Cultural Arts Committee produces ten events per year called "First Thursdays." The events are sold as a subscription to all ten events, and sell out each year.

The Twilight Concert Committee produces four summer concerts at Powerhouse Park, which are free to the public.

The Children's Committee organizes children's events, including the annual July 4th Decorated Bike Parade at Powerhouse Park, the End of Summer Picnic, and more.

The Communications Committee prepares the DMF newsletter, and welcomes new members who enjoy writing, web design, photography, publicity and electronic communications.

Find out more about local events, and how you can become a part of the DMF by visiting www.delmarfoundation.org.

ADDITIONAL NON-PROFITS

Del Mar Art Center: www.dmacgallery.com.

Del Mar Community Connections: www.dmcc.cc. Provides services for people 50 years and older, and/or with special challenges.

Del Mar Historical Committee: www.delmarmainstreet.com

Del Mar Rose Society: Membership, Jan Fillion, janfillion@aol.com. 619-203-1534.

Del Mar Rotary Club: www.delmarrotary.org.

Del Mar Sandpiper is a monthly not-for-profit newspaper, which accepts no advertizing, and which is supported and run by volunteers.

www.delmarsandpiper.org.

Del Mar Television Foundation: www.dmtv.com.

Del Mar Village Association: www.delmarmainstreet.com.

Del Sol Lions Club: Membership Director, Bulent Erol, berol@LHDinsurance.com.

Friends of the Del Mar Library: www.delmarlibrary.org.

Friends of Del Mar Parks, www.delmarshores.org.

Friends of the Powerhouse: www.friendsofthepowerhouse.org.

Friends of the San Dieguito River Valley: www.fsdrv.org.

Keep Del Mar Clean: www.keepdelmarclean.org. 858-792-9091.

San Dieguito River Valley Conservancy: www.sdrvc.org.

< GENERAL INFORMATION:

Amtrak: Reservations: 800-872-7245 www.amtrak.com.

North County Transit District operates the Coaster Rail Line and local buses. Customer Service: 760-966-6500. www.gonctd.com.

Nearest Coaster and Amtrak Station: Solana Beach Train Station, 105 N. Cedros Ave., Solana Beach 92075.

Del Mar Fairgrounds: 858-755-1161: www.sdfair.com.

Del Mar Racetrack: 858-755-1141: www.dmtc.com.

Del Mar Times: 858-259-3500; www.delmartimes.net.

Del Mar Public Works: 858-755-3294; After Hours: 858-756-1126
Del Mar Residential Trash: 858-452-9810. Liberty Recycling handles non-curbside recyclables; 2265 Jimmy Durante Blvd.; 858-481-2223.
Del Mar Parking and Beach / Parks Permits: 858-755-1524
Del Mar CERT (Community Emergency Response Team) for disaster preparedness, contact Carol Kerridge, 619-508-6847.

< PUBLIC SCHOOLS

Two elementary schools serve Del Mar students: Del Mar Hills Academy, 14085 Mango Dr.; 858-755-9763; www.dmusd.org/hills/; and Del Mar Heights Elementary, at 13555 Boquita Dr. 858-755-9367, www.dmusd.org/heights. These two schools are part of the Del Mar Unified School District. The DMUSD office can be reached at 858-755-9301.

Senior high and middle school students of Del Mar are served by the San Dieguito Unified High School District. www.sduhsd.net.

Earl Warren Middle School is located at 155 Stevens Avenue, Solana Beach 92075; Tel: 858-755-1558. SDUHSD award-winning senior high schools include Torrey Pines High School, Canyon Crest Academy and San Dieguito Academy.

< CHILDREN'S SPORTS / ACTIVITIES

Del Mar Sharks soccer: sign up April for fall season:
www.dmcvsharks.com.

Del Mar Little League t-ball: sign up November for spring season: www.dml1.org/default.php

Carmel Valley Basketball League: sign up October for winter season
www.masteryoursports.com/leagues/?leagueid=11

Girls Softball: www.nsgsl.com

Boy Scouts: e-mail: Scoutmaster713@aol.com

website: www.bsatroop713.com

Girl Scouts: <http://www.sdgirlscouts>

Swim Lessons: Noonan Swim Center: www.noonanfamilyswimcenter.com and Encinitas YMCA: www.ecke.ymca.org/aquatics/swim-lessons-skipppers.html or www.ecke.ymca.org/acquatics/swim-lessons-6mos-36mos.html

Indian Guides and Indian Princesses Adventure Guides YMCA Program: www.ecke.ymca.org. 760-492-9622-Contact Tommi Mann, ext. 1022

Del Mar Junior Lifeguards: www.delmarjg.com.

< SERVICES AND SHOPPING

Del Mar Plaza and the downtown commercial district offer restaurants, shops with clothes, books, jewelry, and services from banks to fitness centers to salons and spas and tailoring. The commercial district encompasses Camino Del Mar from 9th Street to 15th Street, and down 15th Street. A stroll through the commercial district is an enjoyable and easy walk. Click on www.delmarmainstreet.com for a street map to merchants and restaurants, or www.delmarplaza.com for a link to Del Mar Plaza shopping and dining guide.

< CURRENT FEDERAL & STATE ELECTED OFFICIALS

President of the US: Barack Obama, the White House, 1600 Pennsylvania Ave. NW, Washington D.C. 20500. 202-456-1414; www.whitehouse.gov.

US Senate: Barbara Boxer; DC Office 202-224-3553; Local 619-239-3884; www.boxer.senate.gov.

Dianne Feinstein; DC Office 202-224-3841; Local 619-231-9712,
www.feinstein.senate.gov.
Congress Member: CA's 50th District: Brian Bilbray; DC Office 202-225-
2558; local 858-350-1150, www.house.gov/bilbray.

State of California homepage: www.ca.gov/
Governor of California: Jerry Brown 916-445-2841;
www.gov.ca.gov/
CA Senate Dist. #39: Christine Kehoe 619-645-3133;
www.dist39.casen.govoffice.com.
CA Assembly Dist. 74: Martin Garrick 760-929-7998;
www.assembly.ca.gov/garrick

The City of Del Mar is governed by a five-member City Council, each elected to a four-year term. Terms are staggered, and elections are held every two years in November on even-numbered years. The City of Del Mar posts information on various subjects including a City of Del Mar Organizational Chart, and local citizen commissions, committees and boards, and a beach webcam to check out the surf conditions. The City's website is www.delmar.ca.us. Sign up to receive email notices from the City at

<http://www.delmar.ca.us/resident/pages/default.aspx>. To find a schedule of public meetings of the City Council, Planning Commission, Design Review Board, or other official City committees, go to <http://www.delmar.ca.us/Government/Lists/City%20Meetings/calendar.aspx?CalendarPeriod=month>.

To find the boundaries of the City, go to <http://www.delmar.ca.us/Forms/DelMarCityLimits.pdf>.

A Google map of Del Mar is found at <http://maps.google.com/maps?hl=en&tab=nl>.

2010 City of Del Mar Governance:

Mayor: Don Mosier, MD.

Council Members: Carl Hilliard, Mark Filanc, Lee Haydu and Terry Sinnott.

The City Council typically meets on the first and third Mondays at 6 PM at the Del Mar TV Studio behind City Hall, at the south end of the parking lot. For specific meeting dates and times, please check the City's website "meeting" link at:

<http://www.delmar.ca.us/Government/Lists/City%20Meetings/calendar.aspx?CalendarPeriod=month>. Council meetings are televised live and shown on Time Warner cable channel, Del Mar TV 130.

Del Mar's City Manager is Karen Brust: citymanager@delmar.ca.us

Register to Vote Online: <https://www.sdvote.org/abc2pdf/Evotereg.asp>
All new residents should change their voter registration to accurately reflect their address.

< EMERGENCY PHONE NUMBERS:

Call "911" and give phone number you are calling from, address of emergency, description of emergency and any pertinent info regarding the victim(s), and your name.

Remain on the line until the operator tells you to hang up.

Del Mar Fire Department: Emergency 911; Business 858-755-1522.

Del Mar Lifeguards: Emergency 858-755-1555; Tower Business 858-755-1556.

San Diego County Sheriff: Emergency 911. Non-Emergency Crime Report 858-565-5200. Encinitas Substation: 760-966-3500.

Scripps Memorial Hospital, La Jolla, Emergency, 24-hour line: 858-626-4123

Emergency Room: Scripps Memorial Hospital, La Jolla, located at 9888 Genesee Ave., La Jolla 92037.

Scripps Memorial Hospital, Encinitas, Emergency, 24 hour line: 760-633-7685;

Emergency Room located at 354 Santa Fe Drive, Encinitas 92024.

Scripps Green Hospital, 858-455-9100; Torrey Pines Urgent Care: 858-554-8638.

Urgent Care located at entrance of Anderson Out Patient, 10666 N. Torrey Pines Rd., La Jolla 92037.

UCSD Thornton Hospital-La Jolla: 9300 Campus Point Drive, La Jolla 92037-1300. 858-657-7000

Veterans Administration Medical Center: 3350 La Jolla Village Dr., La Jolla 92161. 858-552-8585

Poison Control Center: 800-222-1222; Internet: www.calpoison.org.

Animal Control: Emergency / Biting: 858-278-9760.

San Diego Gas & Electric: Emergencies only: 800-611-7343; Business 800-411-7343.

< BOOKS ABOUT DEL MAR

Del Mar Decades, Elizabeth Whitfield Richards, 1974, Santa Fe Savings and Loan Association;

Del Mar Looking Back, Nancy Hanks Ewing, 1988, Del Mar Historical Society;

Del Mar Reflections, Bill Arballo, 2004, Del Mar Media Group;

The Del Mar Picture Book, Lisa Pluth, Editor, 2006, Del Mar Media Group.

Discovering Del Mar's Past: The City's History On Foot And By Car, Del Mar Historical Society, (undated).