

**CITY OF DANA POINT
PLANNING COMMISSION
REGULAR MEETING MINUTES**

July 8, 2013
6:00 – 7:11 p.m.

City Hall Offices
Council Chamber (#210)
33282 Golden Lantern
Dana Point, CA 92629

CALL TO ORDER – Vice-Chairwoman Claus called the meeting to order.

PLEDGE OF ALLEGIANCE – Commissioner O'Connor led the Pledge of Allegiance.

ROLL CALL

Commissioners Present: Vice-Chairwoman Liz Claus, Commissioner Denton, Commissioner April O'Connor, and Commissioner Susan Whittaker

Commissioner Absent: Chairman Gary Newkirk

Staff Present: Ursula Luna-Reynosa (Director), John Tilton (City Architect/Planning Manager), Jennifer Farrell (Assistant City Attorney), Erica Demkowicz (Senior Planner), and Denise Jacobo (Planning Secretary)

A. APPROVAL OF MINUTES

ITEM 1: Minutes of the regular Planning Commission Meeting of June 10, 2013.

ACTION: Motion made (O'Connor) and seconded (Whittaker) to approve the Minutes of the regular Planning Commission Meeting of June 10, 2013 as modified. Motion carried 3-1-1. (AYES: Denton, O'Connor, Whittaker NOES: None ABSENT: Newkirk ABSTAIN: Claus)

ITEM 2: Minutes of the regular Planning Commission Meeting of June 24, 2013.

ACTION: The motion was tabled per the request of Commissioner O'Connor. Add comments about Doheny Village in the minutes and bring the Minutes back to the Planning Commission at the next meeting.

B. PUBLIC COMMENTS

There were no Public Comments.

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C. CONSENT CALENDAR

There were no items on the Consent Calendar.

D. PUBLIC HEARINGS

ITEM 3: Sign Program Permit SPP13-0002 for McDonald's Restaurant located at 34277 Pacific Coast Highway.

Applicant: Steve Iadipaolo
Property Owner: McDonalds Corporation
Location: 34277 Pacific Coast Highway

Request: Approval of a Sign Program for a single-tenant commercial site located at 34277 Pacific Coast Highway.

Environmental: This project is categorically exempt (Class 1 - Section 15301 – Existing Facilities) from the provisions of the California Environmental Quality Act (CEQA) because it consists of a minor alteration of an existing structure involving no expansion of use beyond existing.

Recommendation: That the Planning Commission adopt the attached draft Resolution to approve Sign Program Permit SPP13-0002 located at 34277 Pacific Coast Highway.

Erica Demkowicz (Senior Planner) presented the staff report.

Commissioner Denton indicated that the sign is a tremendous upgrade to the existing restaurant.

Commissioner Whittaker agreed with Commissioner Denton's comment even though the signs with the building design make the location "louder". She stated that she is not concerned with the amount of signage that is being proposed and is not concerned with setting a precedent; she thinks the proposal is a handsome one.

Commissioner Denton inquired about window signage and Conditions of Approval in the Resolution.

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Vice-Chairwoman Claus expressed concern about transferring sign area from back to front noting that it is a lot of signage, which could create long term consequences. She asked if the sign standards need to be updated for the future. She stated that she is not opposed to the project and appreciates staff's time involved in the project and she enjoyed the presentation.

Commissioner O'Connor indicated that the applicant is asking for 37% more signage than allowed, and is concerned about setting a bad precedent and the statement that it could be making. She stated that she would like to see the square footage reduced.

There being no requests to speak on this item, Vice-Chairwoman Claus opened and closed the Public Hearing.

Commissioner Denton noted that this Commission approaches each application as an individual and by approving this program, it does not set a bad precedent; regardless of the amount of signage, it is attractive and positive addition to the City.

Commissioner Whittaker stated that she agrees with Commissioner Denton in that it does not set a precedent; will not be swayed into approving something similar unless it is "handsome". She stated that she would consider reducing the window signage to 10%.

Commissioner O'Connor stated that she had no issue with the directional or menu signs. She opposed the sign program and her concerns were as follows:

1. She found it was excessive that the applicant was, not only seeking an additional 37 square feet for their main signage, but also an additional fifth sign;
2. She considered the brand's identifying "slash" or "woosh" as part of their signage and this was not calculated in the square footage of the signage;
3. She felt that it would set a precedent for other businesses in that area to ask for more than the allowed 100 square feet;
4. She also felt that it would give McDonald's an unfair advertising advantage over the other restaurants;
5. And she noted that this was not the type of bold image the City wants for that area.

Vice-Chairwoman Claus stated that she is not in favor of chopping up the sign program at this meeting. She remarked that staff has worked with the applicant

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to minimize their proposal. She also felt that each application is an individual case. She believes that, moving forward, the Commission will be more vigilant and hopes staff would also be less lenient on developers.

ACTION: Motion made (Denton) and seconded (Whittaker) to adopt Resolution No. 13-07-08-14 approving Sign Program SPP13-0002 for a commercial site located at 34277 Pacific Coast Highway. Motion carried 3-1-1-0. (AYES: Claus, Denton, Whittaker NOES: O'Connor, ABSENT: Newkirk ABSTAIN: None)

E. NEW BUSINESS

There were no New Business items.

F. STAFF REPORTS

Ursula Luna-Reynosa (Director of Community Development) reported that the regularly scheduled City Council meetings in August will be cancelled.

Jennifer Farrell (Deputy City Attorney) provided a recap of the recent California Coastal Commission case concerning the Strand at Headlands.

G. COMMISSIONER COMMENTS

Commissioner O'Connor stated that the "concert-in-the-park" was a wonderful event and liked the idea that concerts are rotated through city parks.

Commissioner Denton applauded the City for the 4th of July fireworks noting the extended fireworks were very nice this year.

Commissioner Whittaker inquired whether the General Plan is to be updated in the near future. She also asked about the Sign Ordinance and the status of its potential update.

Ursula Luna-Reynosa (Director of Community Development) replied to Commissioner Whittaker's inquiry about the General Plan stating that the City is applying for grant funding to work on updating the General Plan.

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John Tilton (City Architect/Planning Manager) responded to Commissioner Whittaker's inquiry about the recent updates to the Sign Ordinance. He also spoke about the future implementation program in the Town Center.

H. ADJOURNMENT

Vice-Chairwoman Claus announced that the *next* meeting of the Planning Commission will be held on Monday, July 22, 2013, beginning at 6:00 p.m. (or as soon thereafter) in the City Council Chamber located at 33282 Golden Lantern, Suite 210, Dana Point, California.

The meeting adjourned at 7:11 p.m.



Liz Claus, Vice-Chairwoman
Planning Commission