

October 21, 2014

Dana Point City Council Members and Planning Staff

Reference: Majestic Development

TTM 17751, CDP14-0008, SDP14-0006, CUP14-0005, V14-0004

Dear City Council Member and Planning Staff –

We are writing to you because we cannot attend tonight's City Council hearing and felt it important to voice our concerns about Majestic's appeal of Planning Commission's denial of their project.

As 29 year residents and business owners in Dana Point, we want to express our support of the Dana Point Town Center plan. The plan was developed over many years with resident and business input and is a well-reasoned plan that supports the community.

We cannot, however, support Majestic's proposed 4-story project(s) in the Town Center and urge you to deny their appeal tonight. The Town Center plan restricts development to 3-stories. Majestic's development is 4-stories and further extends the height with a roof deck and related stair and elevator penthouses. The roof deck will necessarily require shade which will in effect mean that these buildings will be 5-stories in height. This is not in keeping with the Town Center plan and sets precedence for future development which will in essence throw out the Town Center plan. Without the 4th story, Majestic can accommodate the required parking on site and will not require either a variance for parking or for height's.

Majestic is a savvy developer and would not have purchased the properties that they have acquired if they could not 'pencil' within the Town Center's restrictions. We don't blame them for trying but it is our collective responsibility to hold them to the standards that we have all agreed to. The Majestic project will present a dominant feature in our new Town Center redevelopment and should reflect the density and aesthetic that the citizens of Dana Point have approved for this central part of our community. We urge you to send them back to revise and reduce the density and height of their project. We also request that you consider requiring them to vary the architecture of the three phases so that the entire Town Center is not dominated by 'cookie cutter' design.

We appreciate your consideration of our input.

Sincerely,

Rick Fleming, Fleming Construction Services
Cindy Fleming, Fleming Alliance Architecture, Inc.

Agenda Item No. 12

10-21-14