

Doheny Village Code



Dana Point, CA

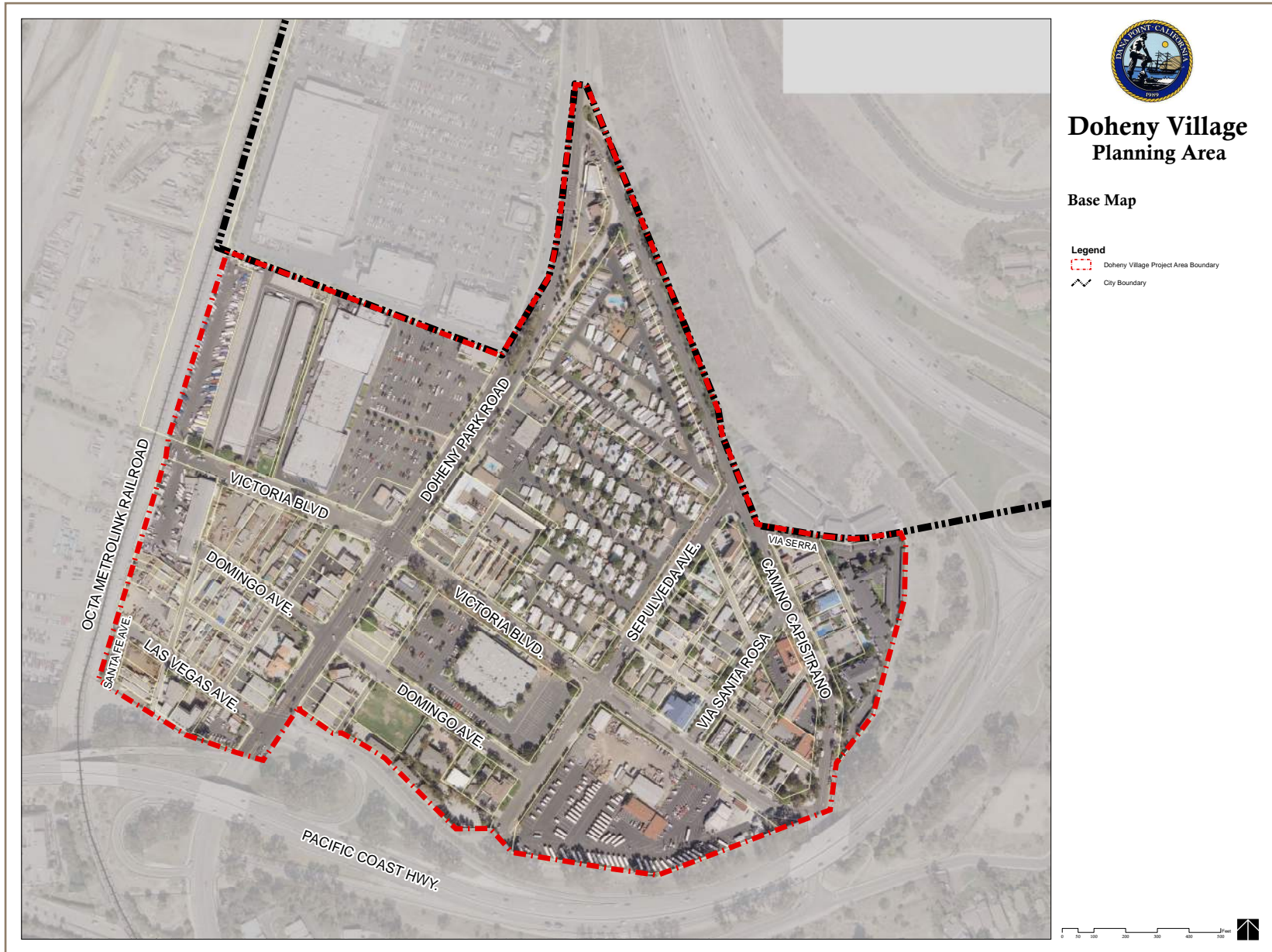
Daniel Parolek
Principal, Opticos Design, Inc.

Tony Perez
Director of Form-Based Coding
Opticos Design, Inc.

September 8, 2015
Dana Point, CA
Opening Charrette Presentation



Project Area Has Been Compromised Past 40+ Years



.....but, it has a lot of unique characteristics to build upon!

Rich Surf-Related History



Rich History of Small, Locally-Owned Businesses



Early History Related to the Train



History of “Makers”





1

What we've been hired to do

Effectively Refining and Implementing the Community's Vision

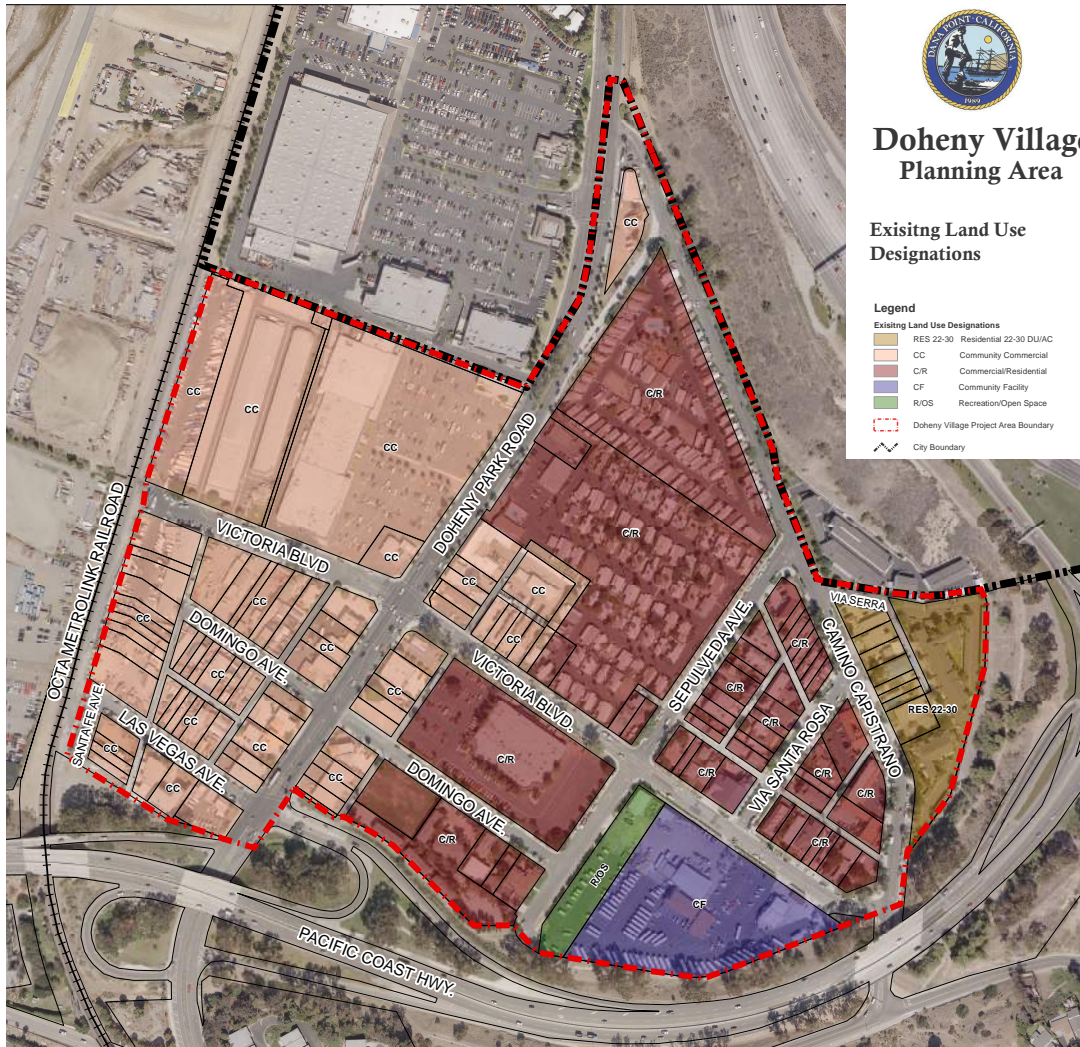
Building Upon the Work to Date



DOHENY VILLAGE PLAN

CITY OF DANA POINT • DRAFT: JULY 2013

Project Scope



Refine

Work with City Staff and the community to make some refinements to the Doheny Village Plan

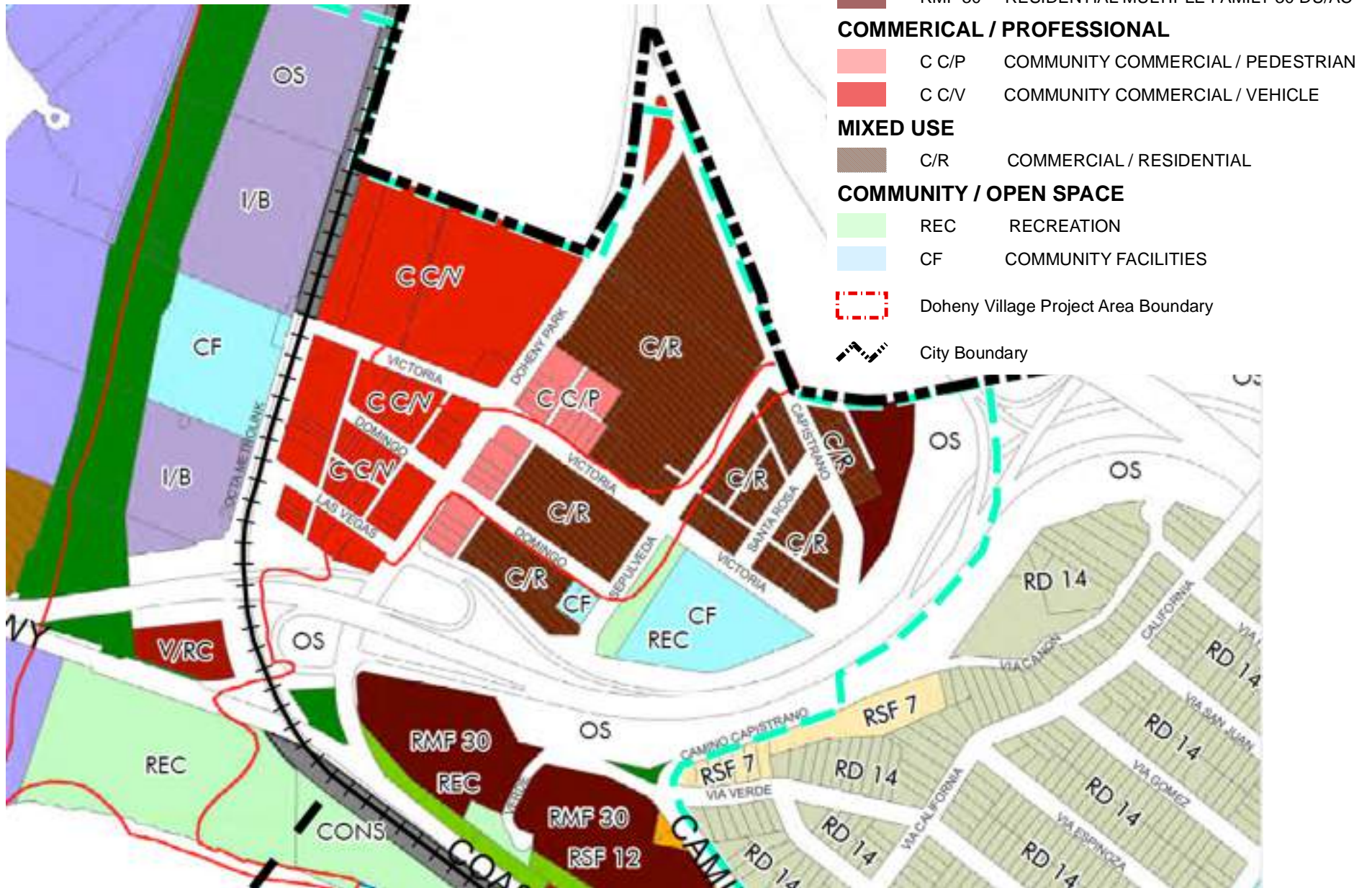
Prepare

Prepare a Form-Based code to implement the plan that can later be applied to other parts of Dana Point

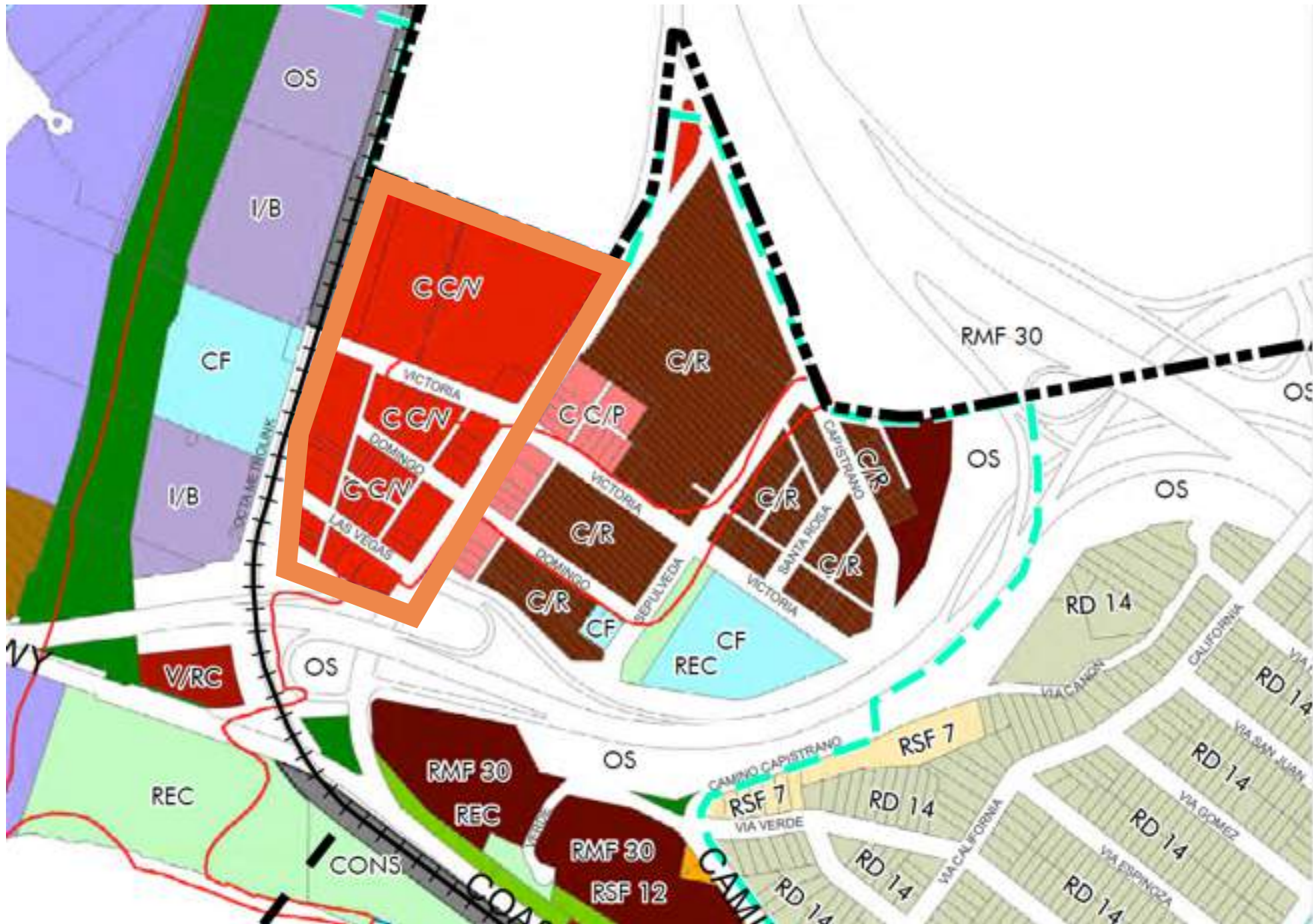
Implement

Work with City Staff to learn how to use the new code

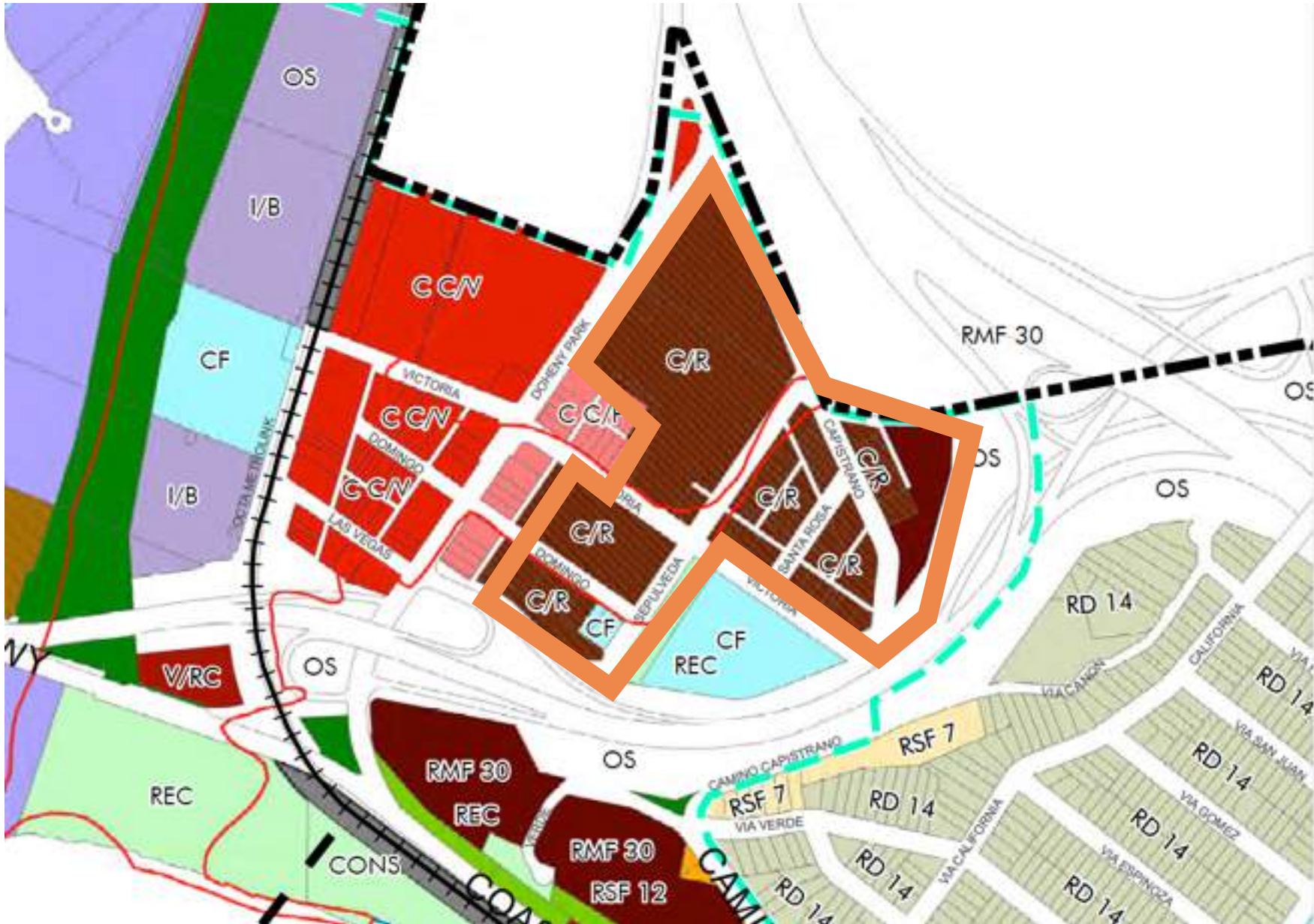
Existing Zoning



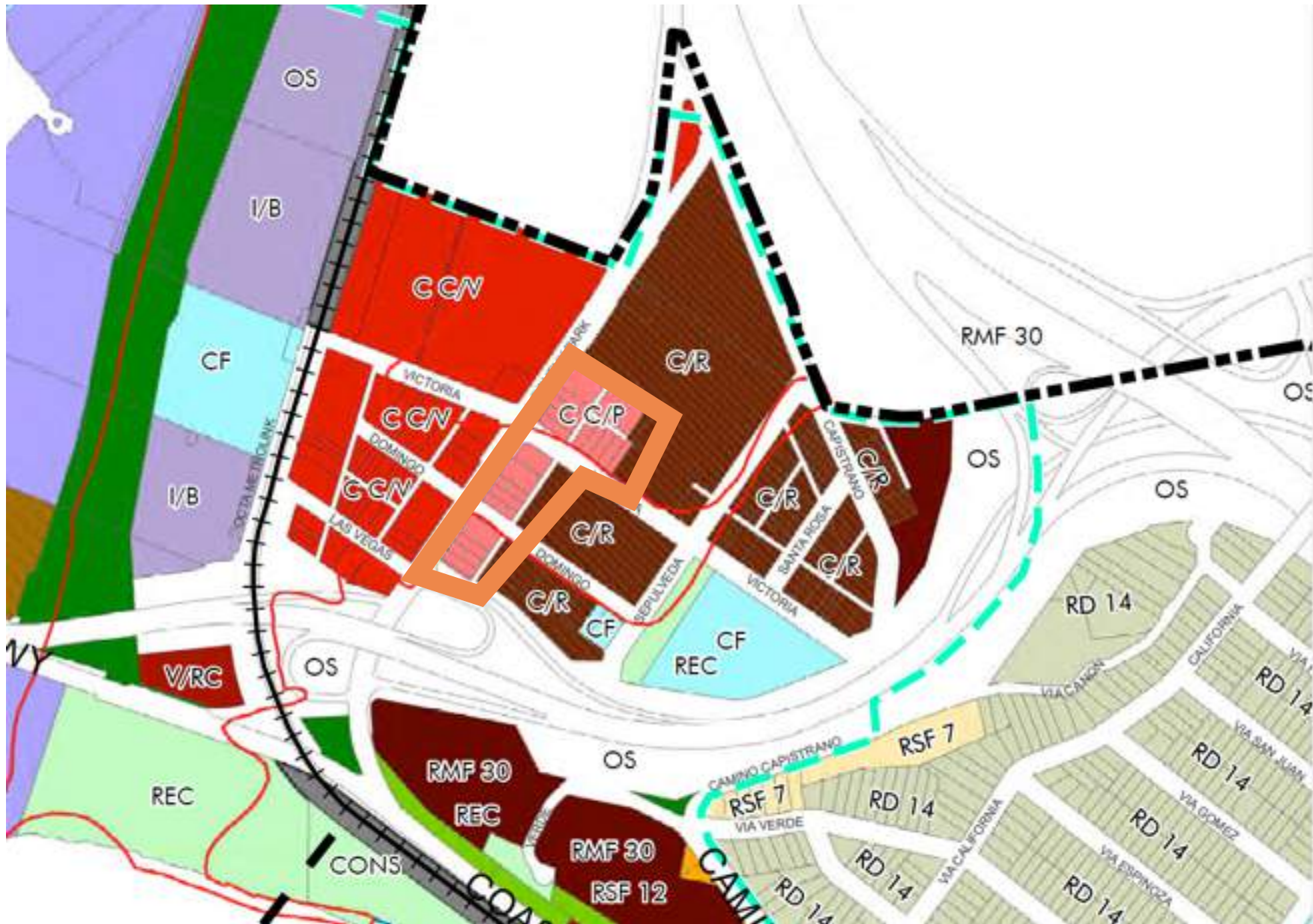
Existing Zoning: C C/V (Community Commercial, Vehicle)



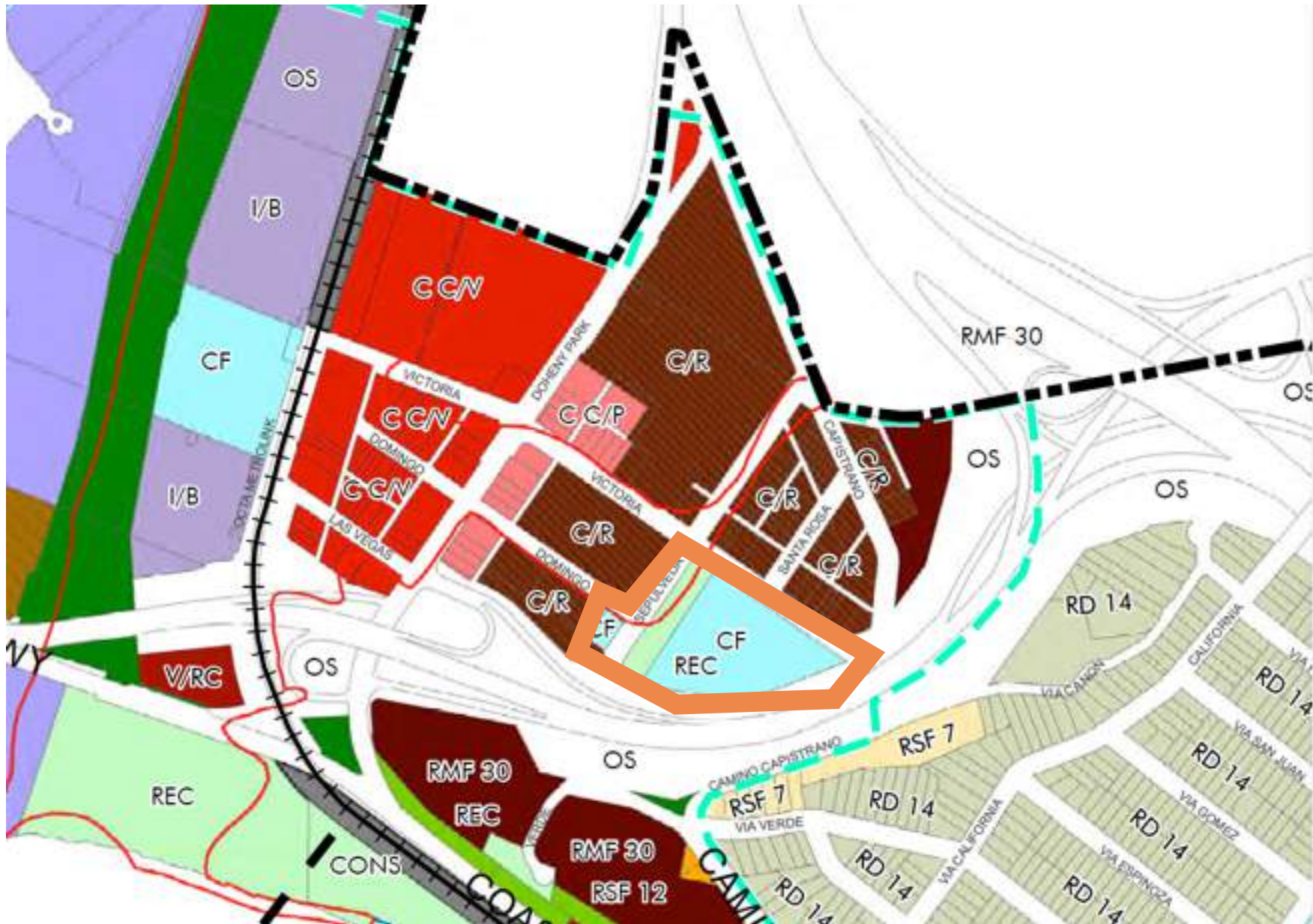
Existing Zoning: C/R (Commerical, Residential)



Existing Zoning: C C/P (Community Comm. Pedestrian)



Existing Zoning: Rec (Green), Community Facilities (Blue)





2

What's happening this week?

Consultant team focusing on Doheny Village with you tonight through Saturday mid-day

“Designing in Public” The Charrette Process

- Informal and formal ways to participate throughout the multiple days range from dropping into open studios to attending the formal opening and closing presentations
- Integration of select stakeholder interviews in each planning area
- Support of design staff to produce iterative illustrations during the charrette
- Schedule and format is catered to the specific needs of each community planning area
- The process has shown successful results in lower income communities
- Neighborhood locations and facilitation helps to build relationships with local community members and stakeholders
- Seamless integration with project team members, specialists, and City Staff



“I was originally concerned that the multiday charrette process would not be effective with our challenging community. Opticos adjusted the process to meet our needs, and in the end the charrettes were a huge success in terms of building public support and excitement about the project.”
~ Scott Duiven, City of Petaluma’s City

Workshop Schedule					
	Monday	Tuesday	Wednesday	Thursday	Friday
8:00 AM					
9:00 AM		Team Meeting	Team Meeting	Team Meeting	Final Design & Code Production
10:00 AM		Open Studio Starts Meeting with Stakeholders as needed	Open Studio Starts Meet with Staff as needed	Open Studio Starts Meet with Staff as needed	
11:00 AM		Lunch brought in for team	Lunch brought in for team	Lunch brought in for team	
12:00 PM		Brown Bag Lunch Presentation: Pedestrian-Oriented Street Design	Brown Bag Lunch Presentation: Form-Based Codes	Brown Bag Lunch Presentation: Building Types	
1:00 PM		1:30 - 3:30 Meetings with Staff: Code discussions Street network and design	Transportation and Traffic Meeting	Meeting with stakeholder groups as needed	Lunch brought in for team
2:00 PM					
3:00 PM	Team Arrives Studio Setup			Team Meeting	
4:00 PM				Design & Code Production	Review presentation with staff
5:00 PM	Setup for presentation				Setup for presentation/Clean up studio
6:00 PM	Opening Presentation	Public Open House	Public Open House		Closing Presentation
7:00 PM	Dinner brought to Studio space	Dinner brought to Studio space	Team dinner out	Dinner brought to Studio space	Team dinner / debriefing
8:00 PM				Late Night Studio Work	

Opening Presentation	Studio Open to Public
Brown Bag Lunch Open to Public	Studio Closed to Public
Public Open House	

Formal Opening and Closing Presentations



Doheny Village		Charrette Schedule			
September	Tuesday 8th	Wednesday 9th	Thursday 10th	Friday 11th	Saturday 12th
9:00am		Team Meeting and Questions for City staff	Team Meeting and Questions for City staff	Team Meeting and Questions for City staff	Team Prepares Closing Presentation
10:00am		Open Studio 10am to 5pm (Meeting with stakeholders as needed)	Mtg w Public Works	Open Studio 10am to 5pm (Meet with staff as needed)	
11:00am				City staff Form-Based Codes Working Session 2	
12:00pm			Lunch brought in for team	Lunch brought in for team	
1:00pm			Brown Bag Lunch Presentation: Form-Based Codes Buildings	Mtg w School District	Design & Code Production
2:00pm	Team Arrives/Studio Set-up	Mtg w City Attorney on FBC Standards location(s) in Zoning Code	Check in with CM	Brown Bag Lunch Presentation: Form-Based Codes Frontages	Design & Code Production
3:00pm		Mtg w Capo Beach Church	City staff Form-Based Codes Working Session 1		
4:00pm		Mtg w Capo Cares		Mtg w Scot Schoeffel	
5:00pm	Opening Presentation	Public Open House	Public Open House		Closing Presentation
6:00pm					Studio Clean-up
7:00pm		Team Dinner Out	Team Dinner Out		
8:00pm				Team Dinner Out	

Individual Meetings	Open Presentation	Studio Open to Public	Brown Bag Lunch Open to Public	Public Open House	Closed to Public
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Open Design Studio



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10:00am		Open Studio (8am to 5pm Meeting with stakeholders as needed)	Mtg w Public Works	Open Studio 10am to 5pm (Meet with staff as needed)	Design & Code Production
11:00am				City staff Form-Based Codes Working Session 2	
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Detailed Design Studies - Technically Based

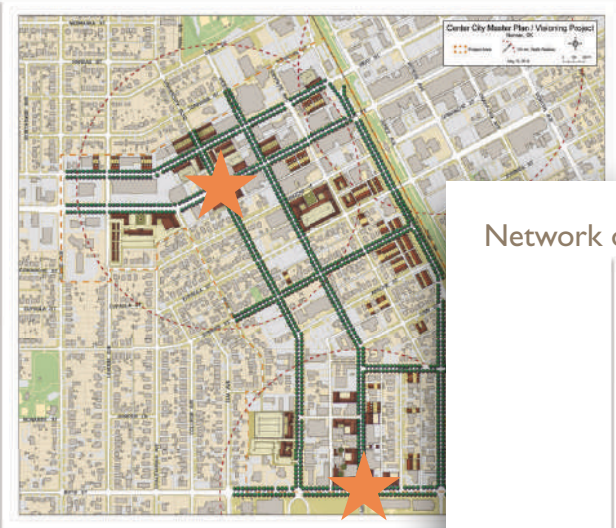


Further Develop into Design Solutions and Proposals



Detailed Design Proposals Ready for Feedback

Defining the Two Primary Centers



Network of Mid-Block Pedestrian Spaces as Area Evolves



Boyd at Asp: Focusing Development at Centers

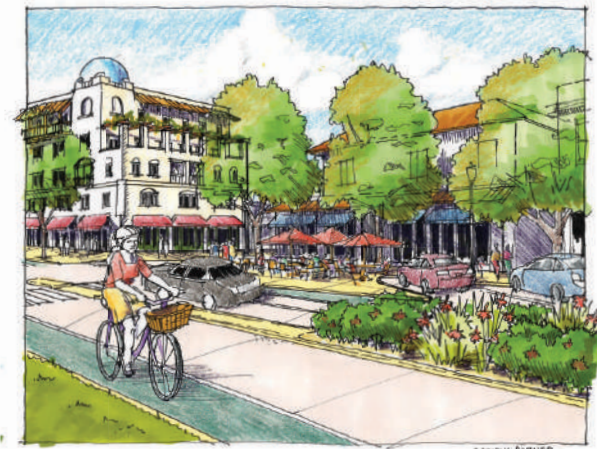


Photo of Illustrative Vision

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End of Day Pin Ups



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Feedback from You

then repeat for next day



Brown Bag Lunches

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7:00pm		Team Dinner Out	Team Dinner Out		
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3

Focus of the charrette

Use the Community Input to Generate Ideas throughout week for immediate feedback, direction

What we've heard so far

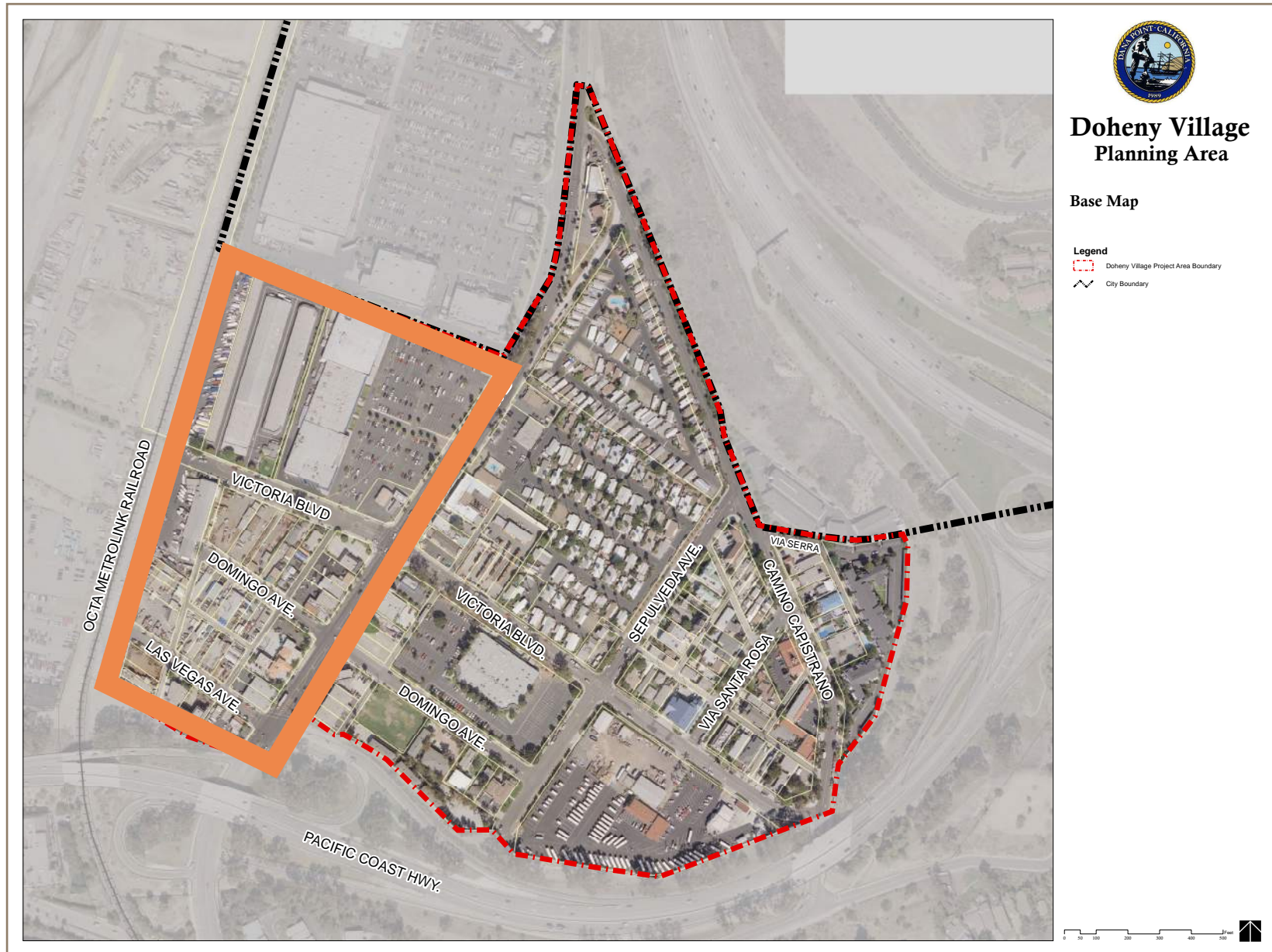
Interviews: Community, City Council, Property Owners

- Explore alternatives for making Doheny Park Road a better street for people and businesses not just for cars. Near-term and Long-term solutions.
- Visually improve entries to Doheny Village from north and south.
- Improve access to and from beach for locals and visitors.
- Emphasize the area's strong surf heritage and creativity through new businesses, surf museum, architecture, signage.
- Explore long-term transformation of Mobile Home Parks.
- Explore shared parking approach to address needs and increase potential.
- Explore near- and long-term transformation of Big 5 site.
- Explore alternatives for reuse of School Bus lot.
- Explore alternatives for Capo Beach Church expansion.

Initial thoughts: What to explore at the charrette

Opportunities for Improvement

Industrial Arts Area (West of Doheny Park Road)



Implementing Industrial Arts Concept: Ideas to Explore

Legalize “Makers”

Music & Enter.

Smaller Sites

Types of Uses

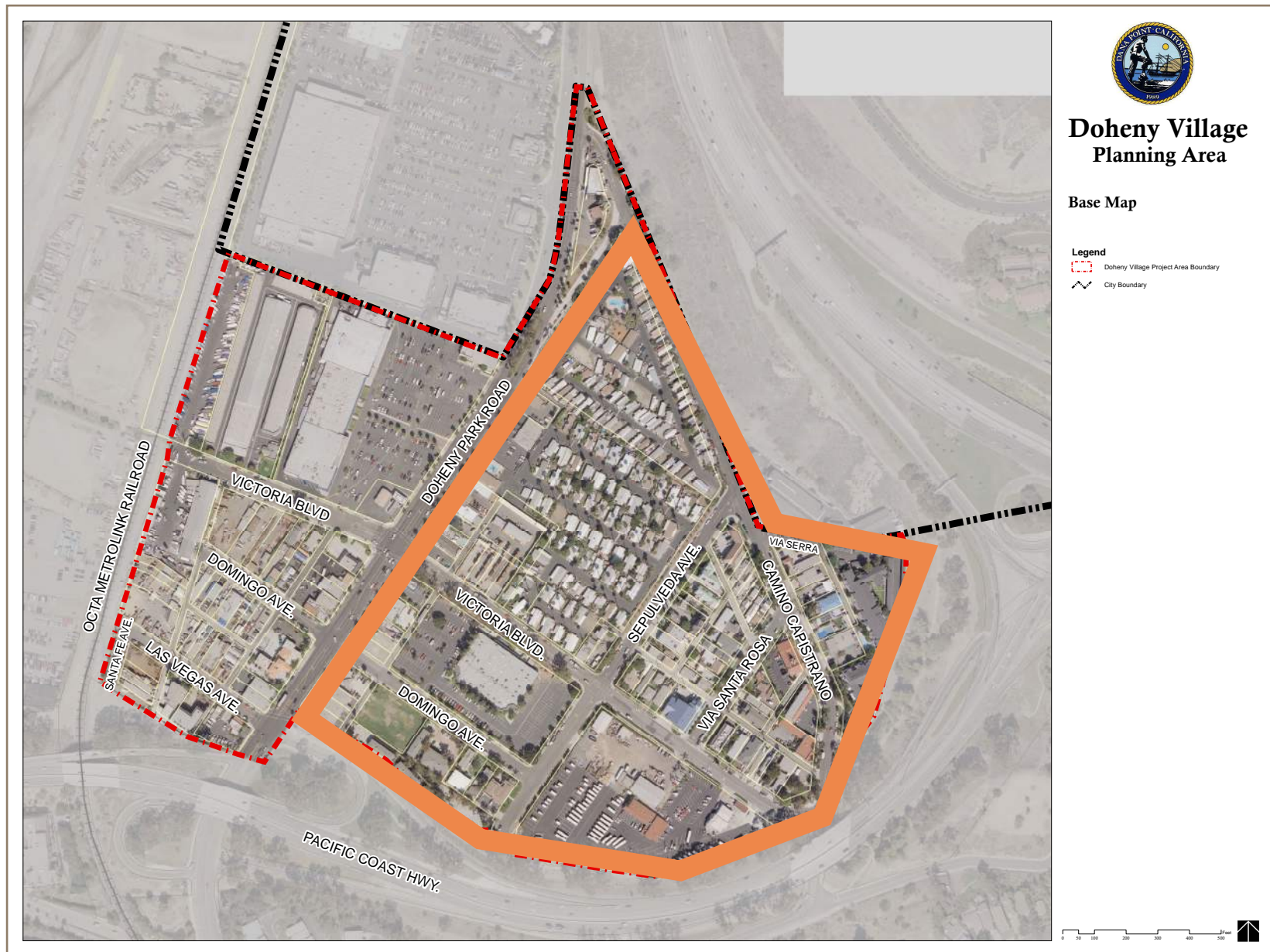
Surf Museum?

Creative Parking

Temporary Retail



Eastern Village: Creating a Complete Neighborhood



Creating a Complete Neighborhood

Focused Comm.

Housing Choices

Parks/Open Space

Walkability

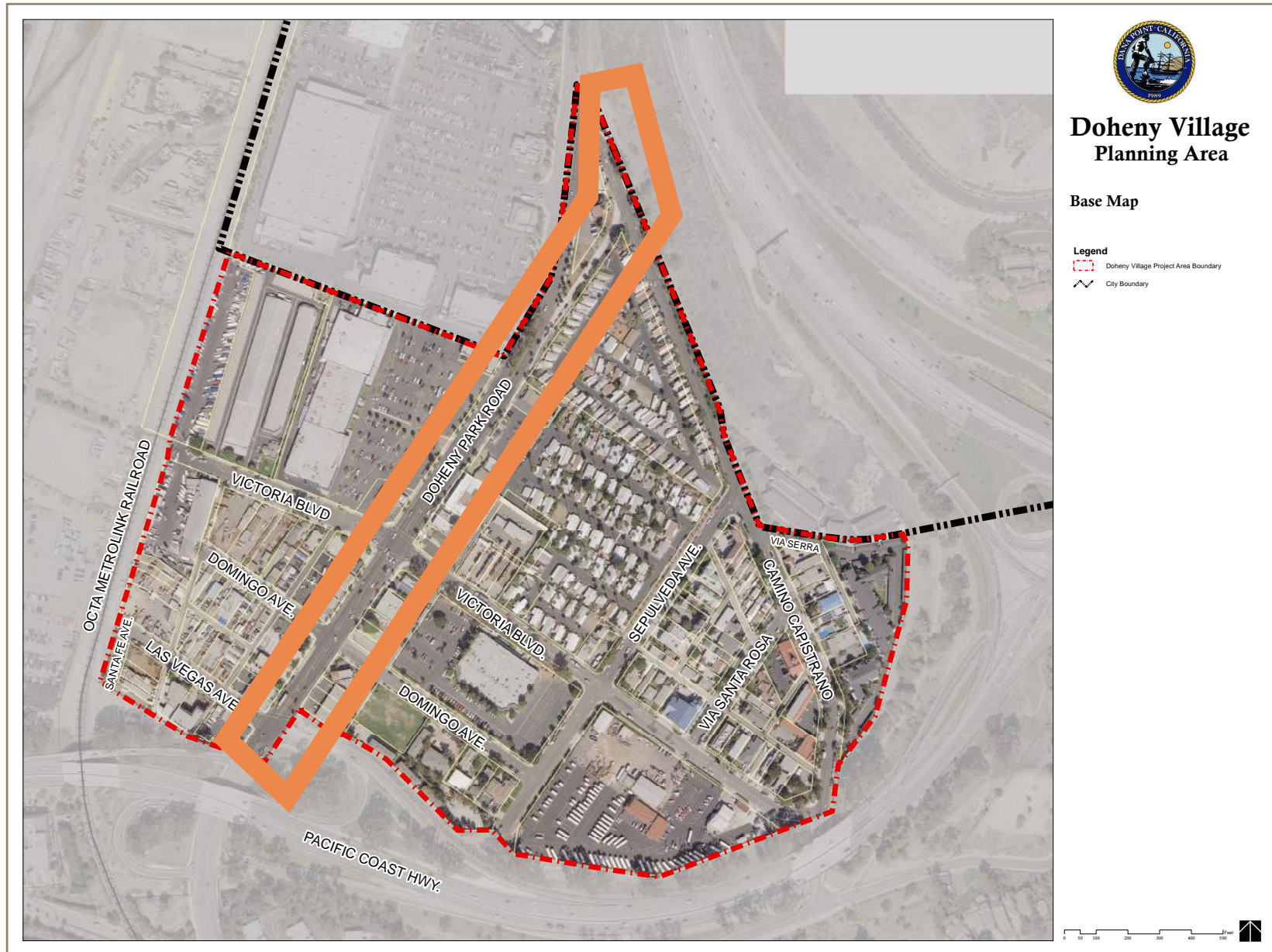
School Site

Trailer Park Site

Improve Quality



Doheny Park Road



Is it Time to Rethink Doheny Park Road?



Example: La Jolla Boulevard Transformation



Example: La Jolla Boulevard Transformation



Misc. ideas to explore

Elements and ideas that could apply to Doheny Village

Surf Museum: Where, How Big, Look and Feel??



Branding of Doheny Village



Incubating Small Businesses and Public Spaces



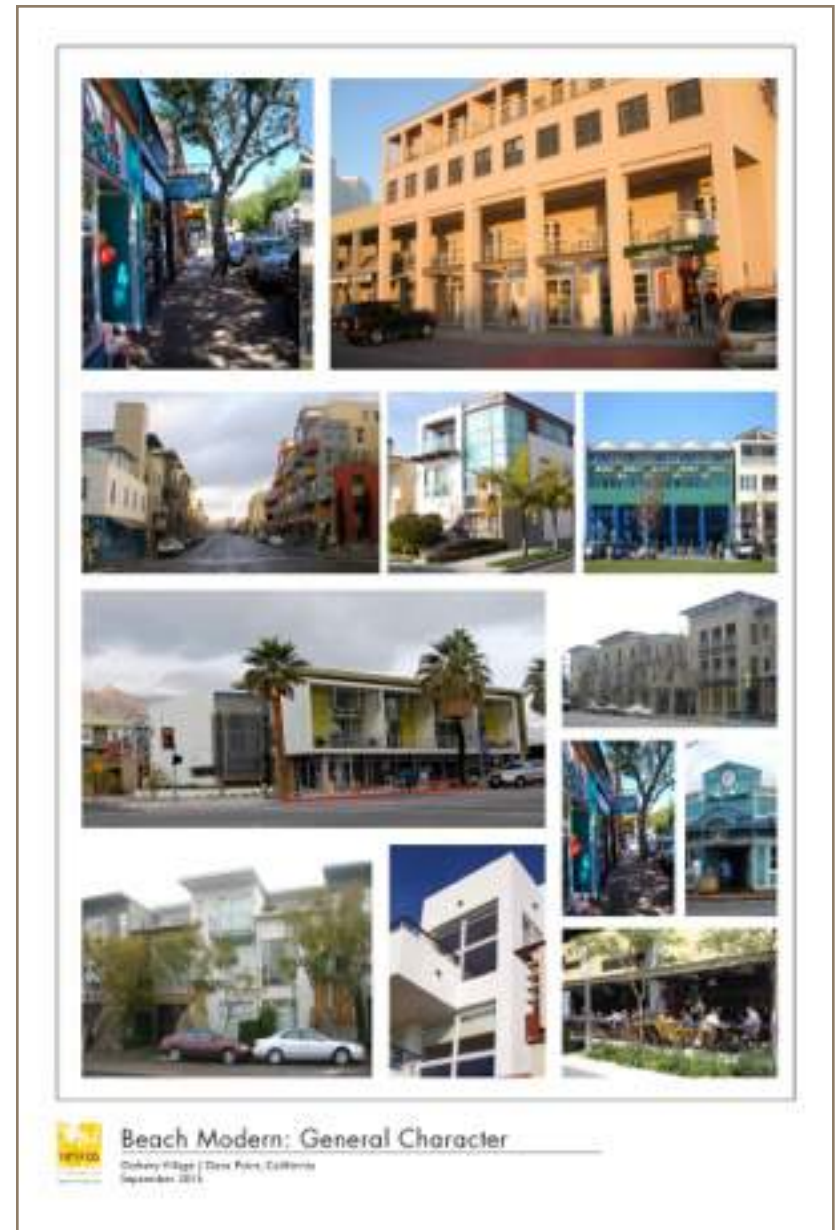
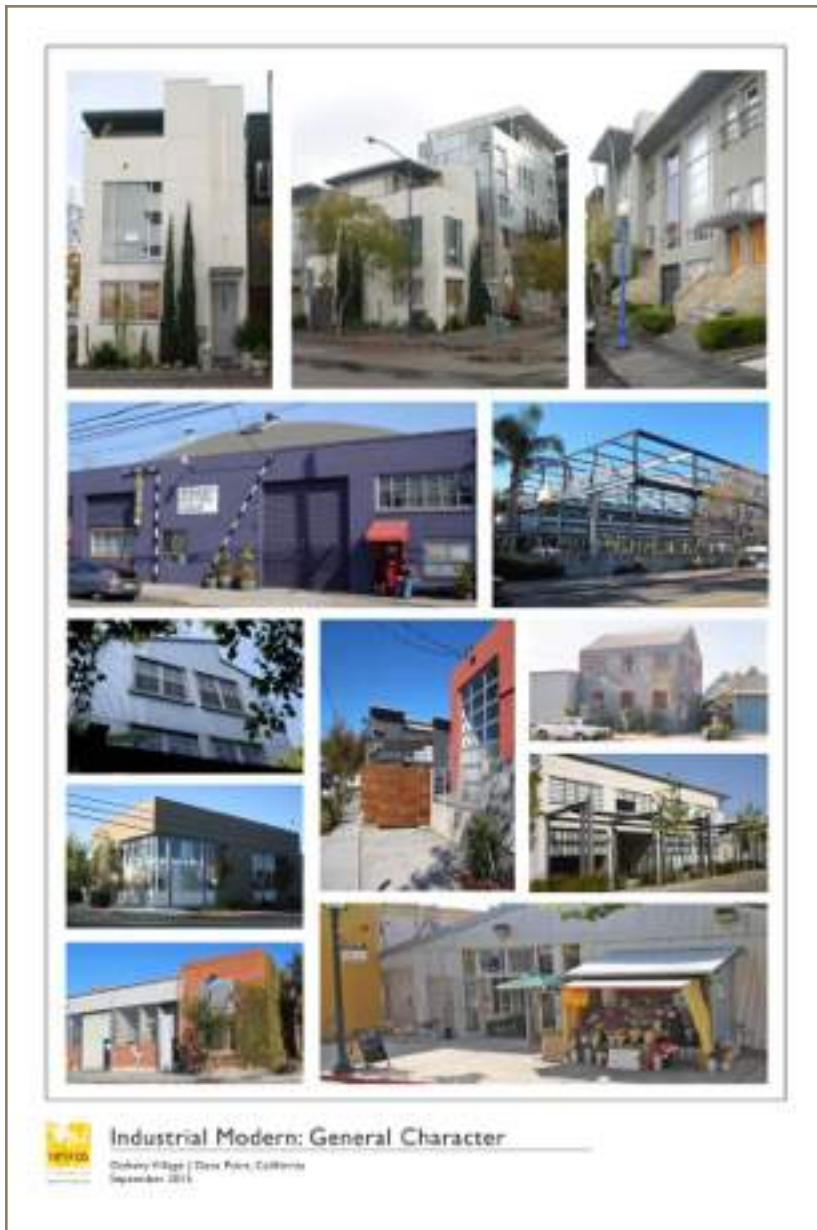
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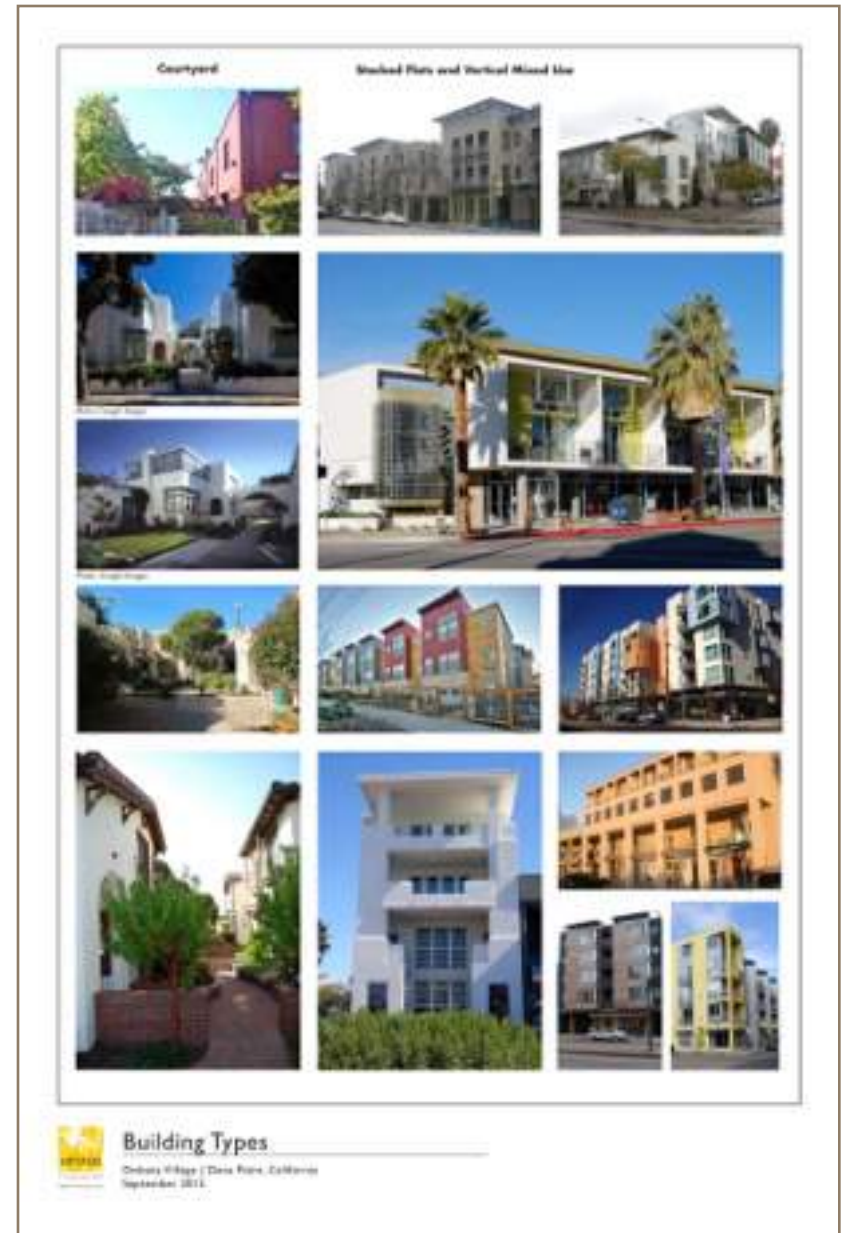
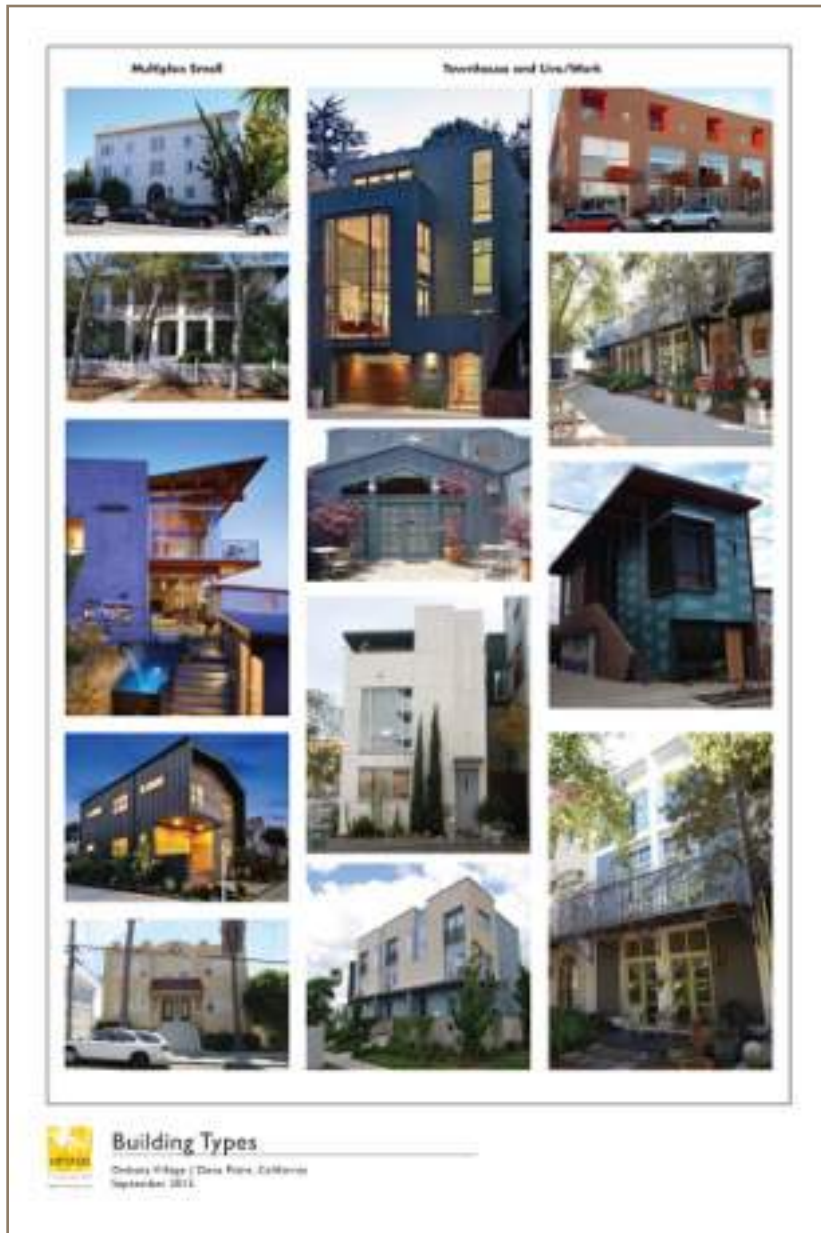
Idea boards: Take a look!

Elements and ideas that could apply to Doheny Village

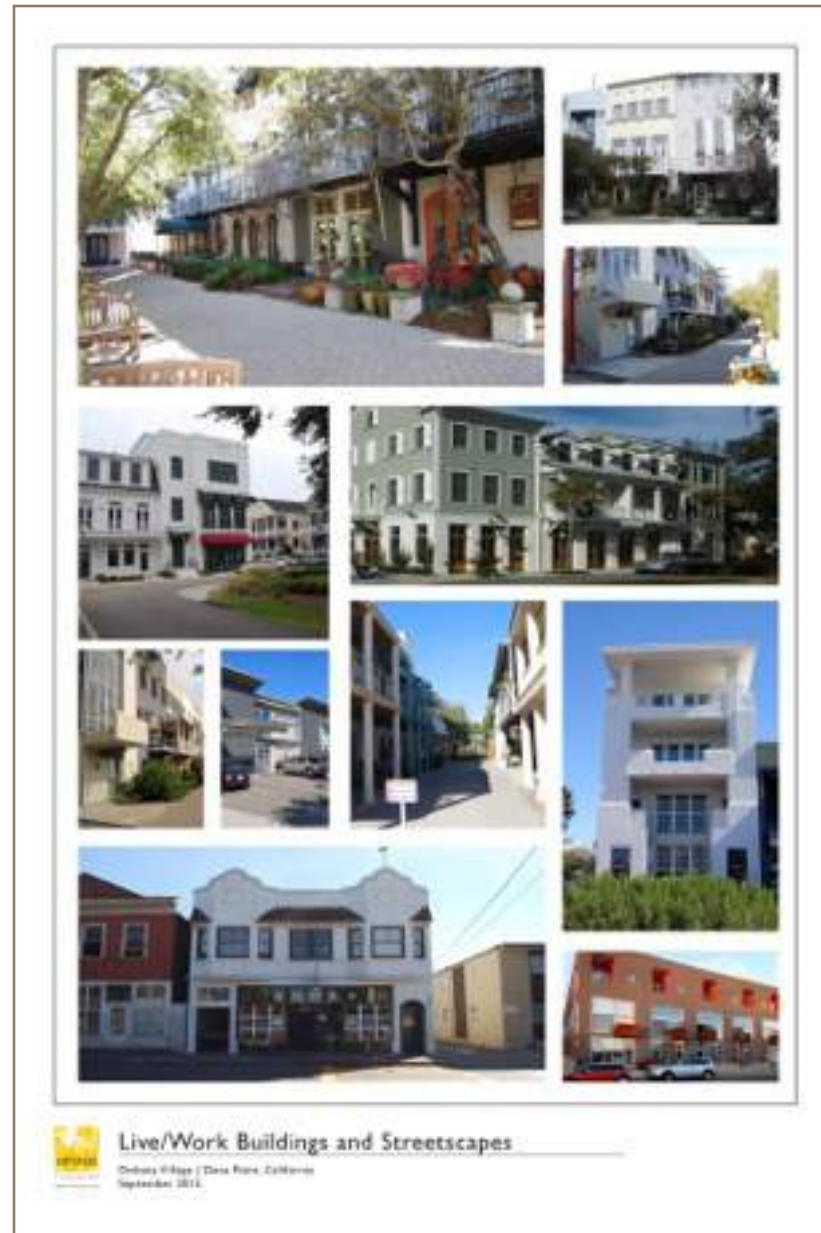
Ideas for General Character



Ideas for Building Types



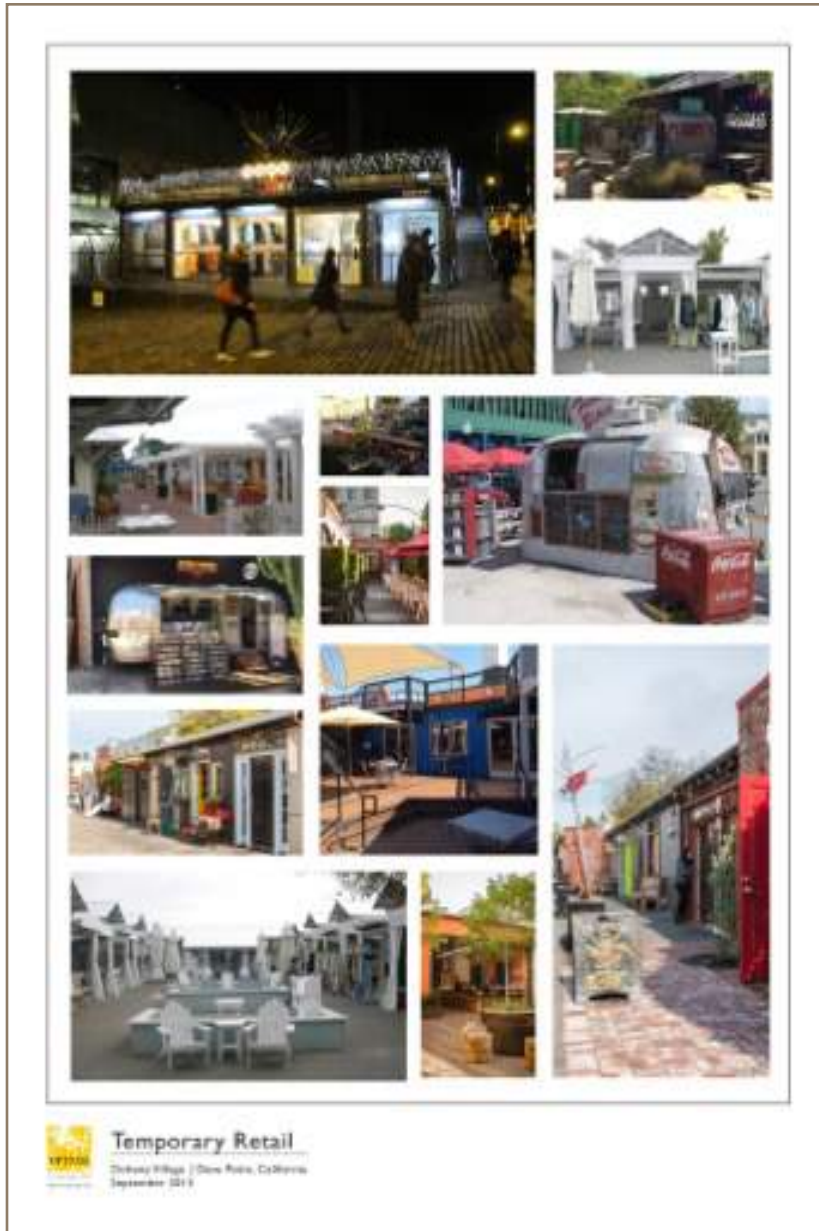
Ideas for Live/Work Buildings and Streetscapes



Ideas for Civic Spaces, Signage, and Materials



Ideas for Temporary Retail: Incubating Small Businesses



4

Conclusion

Feedback to begin our work tomorrow morning

Come Early and Often

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Uniqueness of the Village Will Be Lost if Action Not Taken



Q&A

