

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

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November 23, 2015  
6:00 – 6:42 p.m.

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

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**CALL TO ORDER**

Chairwoman O'Connor called the Regular Meeting of the Dana Point Planning Commission to order at 6:00 p.m.

**PLEDGE OF ALLEGIANCE**

Deputy City Attorney Jennifer Farrell led the Pledge of Allegiance.

**ROLL CALL**

Planning Commission Members Present: Chairwoman April O'Connor, Vice-Chairman Eric Nelson, Commissioner Liz Claus, and Commissioner Danni Murphy

Planning Commissioners Absent: Commissioner Scott McKhann.

Staff Present: Ursula Luna-Reynosa (Director), John Tilton (City Architect/Planning Manager), Evan Langan (Associate Planner), Jennifer Farrell (Deputy City Attorney), and Shayna Sharke (Senior Administrative Assistant).

**A: APPROVAL OF MINUTES**

**ITEM 1: Minutes of the regular Planning Commission Meeting of November 9, 2015.**

**ACTION: Motion made (Murphy) and seconded (Nelson) to approve the Minutes of the Regular Planning Commission Meeting of November 9, 2015. Motion carried 4-0-1. (AYES: Claus, Murphy, Nelson, and O'Connor NOES: None ABSENT: McKhann ABSTAIN: None)**

**Commissioner Scott McKhann** entered Council Chambers and joined the meeting at 6:02 p.m.

**B. PUBLIC COMMENTS**

There were no requests to speak.

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**C. CONSENT CALENDAR**

There were no items on the Consent Calendar.

**D. PUBLIC HEARINGS**

There were no Public Hearings.

**E. OLD BUSINESS**

There was no Old Business.

**F. NEW BUSINESS**

**ITEM 2: Sign Program Permit SPP15-0001 for a Sign Program for Beverages & More, Inc. (BevMo!) Located within the City's Town Center/Lantern District at 34215 Pacific Coast Highway**

Applicant            Greg Endom (BevMo!)

Location:            34215 Pacific Coast Highway (APNs: 682-301-15 and 682-301-16)

Recommendation: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP15-0001 for 34215 Pacific Coast Highway.

Environmental: Pursuant to the California Environmental Quality Act (CEQA), the project is found to be Categorically Exempt per Section 15332 (Class 32 – Infill Development Projects) in that the subject properties measure five acres or less in area, are surrounded by urban uses and that the project would not result in significant effects relating to Land Uses, Biological Resources, Traffic, Noise, Air Quality or Water Quality and, can be adequately served by all required utilities and public resources.

Request: Approval of a Sign Program for a single-tenant commercial building.

Ursula Luna-Reynosa (Director) stated that it has been a pleasure to work with the applicant. She added that they were responsive to staff's concerns and she is happy with the "downtown" type of signage that they are proposing. She then introduced Evan Langan to present the staff report.

Evan Langan (Associate Planner) provided a staff report and responded to

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questions of the Commission.

There was one (1) request to speak on this item.

Greg Endom, BevMo!, stated that they secured an architect to help design the sign program to fit the building and are sensitive to the needs of the community. He addressed questions of the Planning Commission regarding the Sign Program.

**Commissioner Claus** stated that she is impressed with the sign program and added that it is in an area of town that needs to have something done. She stated that she is in favor of approval.

**Commissioner McKhann** commended staff and the applicant for working together. He stated that he is in favor of approval but has concerns about the lack of directional signage in the parking lot. He is concerned that there are no “right turn only” signs at the exits.

**Vice-Chairman Nelson** stated that the company has done a fabulous job. He commented that the sign program presented and the image depicted in the flyers distributed before the Conditional Use Permit hearing are very different. The signage proposed is neither oversized, nor inappropriate for the building and area.

**Commissioner Murphy** stated that the renderings are consistent with what she would like to see in the Lantern District.

**Chairwoman O’Connor** stated that the signs are appropriately scaled and she appreciates the City and applicant working together. She added that the BevMo! will be a wonderful addition to town, for both residents and out of town customers, and hopes that the opposition will see it that way as well.

**ACTION:** Motion made (McKhann) with the direction to collaborate with the Public Works & Engineering Department on directional signage, and seconded (Claus) to adopt Resolution 15-11-23-32 approving Sign Program SPP15-0001 for Beverages & More, Inc. (BevMo!) located within the City’s Town Center / Lantern District at 34215 Pacific Coast Hwy. (AYES: Claus, McKhann, Murphy, Nelson, and O’Connor NOES: None ABSENT: None ABSTAIN: None)

**G. STAFF REPORTS**

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Director Ursula Luna-Reynosa stated that the next Planning Commission meeting will be held December 14, 2015. The December 28, 2015 meeting has been cancelled.

**H. COMMISSIONER COMMENTS**

**Vice-Chairman Eric Nelson** said that he attended the Lantern District Ribbon Cutting Ceremony and it was a great event. He thanked staff for all of their hard work.

**Commissioner Scott McKhann** said that he also attended the Lantern District Ribbon Cutting Ceremony.

**Commissioner Liz Claus** added that it was nice to see the Planning Commissioners in attendance at the ceremony.

**Chairwoman April O'Connor** said that the Ribbon Cutting Ceremony was a monumental occasion. She added that she was surprised at how fast the project was completed. She also wished everyone a Happy Thanksgiving.

**I. ADJOURNMENT**

Chairwoman O'Connor adjourned the meeting at 6:42 p.m. and announced that the *next* Regular Meeting of the Planning Commission would be held on Monday, December 14, 2015, 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 6:42 p.m.**

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April O'Connor, Chairwoman  
Planning Commission