
**CITY OF DANA POINT
TOWN CENTER SUBCOMMITTEE
AGENDA**

December 7, 2005
1:00 p.m.

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

1. PLEDGE OF ALLEGIANCE
2. SUBCOMMITTEE ROLL CALL
3. PUBLIC COMMENTS
4. PUBLIC OUTREACH UPDATE
5. SUMMARY OF 11/10 ECONOMIC BRAINSTORMING SESSION *Attachment A*
6. SIGN CODE & GUIDELINES (CONTINUED FROM 10/11) *Attachment B*
7. DEVELOPMENT STANDARDS (CONTINUED FROM 10/24) *Attachment C*
8. TOWN CENTER AND STREET NAMES
9. FOLLOW-UP FROM OCTOBER 24TH SUBCOMMITTEE MEETING *Attachment D*
 - a. *October 24, 2005 Meeting Minutes*
10. FOLLOW-UP FROM NOVEMBER 10TH SUBCOMMITTEE MEETING *Attachment E*
 - a. *November 10, 2005 Meeting Minutes*
 - b. *Subcommittee Recommendations To Date* *Attachment F*
11. ROUNDTABLE DISCUSSION
12. NEXT MEETING/ADJOURNMENT

STATE OF CALIFORNIA)
COUNTY OF ORANGE)
CITY OF DANA POINT)

AFFIDAVIT OF POSTING

I, Kyle Butterwick, Community Development Director of the City of Dana Point, do hereby certify that on or before Friday, December 2, 2005, I caused the above notice to be posted in four (4) places in the City of Dana Point, to wit: City Hall, Capistrano Beach Post Office, Dana Point Post Office and the Dana Point Library.

Kyle Butterwick, Director
Community Development Department

Agendas are available on the City's website at www.danapoint.org
IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, YOU SHOULD CONTACT THE OFFICE OF THE PLANNING COMMISSION AT (949) 248-3564. NOTIFICATION 48 HOURS PRIOR TO THE MEETING WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ASSURE ACCESSIBILITY TO THIS MEETING.

Economic Incentive Items

On November 10, 2005, a focused meeting was conducted with the business community to identify economic development opportunities. The following points were made at that meeting. These topics will be explored by the City's Economic Development Manager and programs developed for implementation.

1. Put a positive spin to Town Center with a Town Center marketing campaign.
2. Create better identity for Town Center before it's built.
3. Provide business relocation assistance.
4. Establish a punch sheet/handout for how to relocate a business (City/County hoops to hurdle).
5. Provide an express lane at the City for Town Center permits.
6. Consider controls on what types of business are in Town Center. Restrict "cookie cutter", "formula" business types to support existing, local businesses.
7. Establish a business licensing program.
8. Establish a business assistance program.
9. Create more leniency in the Sign Code related to temporary signage.

Recommendation

No action required. As the programs to implement these issues are developed they will be presented for consideration.

Sign Code & Guidelines

The Subcommittee reviewed the City's Sign Code and Sign Guidelines at its October 11, 2005 meeting. The purpose was to provide the members an understanding of the regulations to determine if modifications were needed to tailor the regulations for Town Center. Despite aggressive outreach efforts, which included hand delivery of notices, one business member provided testimony at the meeting.

An update to the Sign Code and/or Guidelines is an extensive process which would require additional analysis. If the Subcommittee sees the need to revise these documents, it is recommended that it be identified as an implementation measure.

The City's Sign Code and Sign Guidelines govern temporary and permanent signage in the City in residential and non-residential areas. Since its adoption in 1991, the Sign Code has undergone several amendments to tailor the regulations to meet the needs of businesses and to encourage well designed, consistent signage. The Sign Design Guidelines, which were adopted in February 2004, assist in implementing the Sign Code and communicate the City's vision for well designed signs.

The following goal and policies have been considered by the Subcommittee for inclusion in the Plan to provide the framework for reviewing signage in the Town Center. Policy 6.1 will be addressed as part of the streetscape plan and would not be a component of the Sign Code. The Sign Code already allows for projecting signs, as mentioned in Policy 6.2.

GOAL: Require signs to contribute to the atmosphere and to serve as symbols of quality for commercial establishments.

New Policies

Policy 6.1: Create a public signage program which creates a unified design which reflects the character of the Town Center for street signage, and direction signs to public parking locations and community serving uses (i.e., public buildings, parks, scenic attractions, coastal access points, bike and pedestrian paths, cultural/historic structures)

Policy 6.2: Encourage pedestrian signage, such as projecting signs.

Recommendation

If the Subcommittee wishes to conduct a more extensive review of the Sign Code & Guidelines with respect to the special needs of the Town Center, it is recommended that this become an implementation measure which would state the following:

1. Evaluate and update, as needed, the Sign Code & Guidelines to ensure regulations encourage signage which is consistent with the goals of the Town Center Plan.
2. Develop an interim Sign Program to address signage needs for existing businesses during the construction phase of roadway improvements.

Proposed Additions and Revisions to Development Standards

In previous meetings, the Subcommittee agreed on most of the development standards for the Town Center, but had questions on the relationship of buildings to streets, sidewalks, alleys and adjacent residential neighborhoods. The following paragraphs provide detail on revised setbacks, stepbacks and the treatment of building frontages proposed herein. The table highlights the same standards and summarizes those provisions that have already been discussed.

Revised Development Standards

The revised standards on setbacks, stepbacks and the treatment of building frontages continue to provide for active pedestrian-oriented street life and a vital retail district and respond to concerns about architectural variety and compatibility with adjacent residential districts.

Setbacks and Stepbacks: The existing zoning for the Town Center provides for 10-foot front yard setbacks along both sides of Pacific Coast Highway and on the north side of Del Prado. A 5-foot front yard setback is required on lots on the south side of Del Prado and all of the north/south streets that traverse the Town Center.

Standards for setbacks and built-to lines shall be amended as follows:

- On Pacific Coast Highway, all buildings shall be set back and built to a 10-foot setback line. The 10-foot area shall be subject to a public access easement for pedestrian circulation and landscaping when necessary to accommodate appropriate movement functions of the street.
- On San Juan Road, 50 percent of the building frontage shall be built to the front property line, and the balance shall be set back and built to a 5-foot setback line.
- On Del Prado, buildings shall be built to at least 50 percent of the lot frontage and the remainder shall be set back at least 10 feet.
- North-south streets shall continue to be subject to a 5-foot setback with no build-to requirements.

Front and street-side yards shall be treated like plazas. The intent is to create opportunities for sidewalk enhancements, outdoor dining, public art and landscaping that supports and does not inhibit active uses in ground-floor building space. The design of front-yard setback areas is subject to administrative review to insure compliance with this intent.

There is currently a 5-foot rear yard setback required adjacent to all alleys within the Town Center except for the alley south of Del Prado, where a 10-foot setback is required. It is recommended that the 5-foot setback be applied to all of the alleys within the Town Center area. To further protect adjacent residential neighborhoods, north of Pacific Coast Highway and south of Del Prado, a stepback of 25 feet from the alley property line is required above the first 20 feet of height. No stepbacks shall be required from alleys between Pacific Coast Highway and Del Prado.

Currently, a stepback is required on the street side of the building above the second floor, or at approximately 20 feet. To allow for more diversity in building design along Del Prado and San

Juan Road, the portion of the building built to the front property line shall be stepped back 10 feet from the property line above the second floor or 30 feet (whichever is lower). On Pacific Coast Highway, 50 percent of the building built to the setback line shall be stepped back 10 feet from the setback line above the second story or 30 feet (whichever is lower). On north-south streets, 50 percent of the building frontage (regardless of its position on the site) shall be stepped back 10 feet from the lower building face above the second story or 30 feet (whichever is lower).

There are no existing interior side yard requirements for the Town Center, but with the additional height considerations, it is recommended that a 5-foot interior side yard stepback above 20 feet be required 40 feet from the face of the building to the rear property line (i.e., the front 40 feet of the building need not be stepped back from an interior side property line).

Projections Into Required Yard Areas and Public Right-of-Way: Current rules restrict projections into required yard areas and prohibit projections into the public right-of-way. To promote building articulation, diversity and interest, balconies shall be permitted to project 2'-6" into required front and street-side yards or 2'-6" into the public right-of-way where the building face is on the property line. Retractable awnings may project up to 7 feet into required front and street-side yards or 7 feet into the public right-of-way where the building face is on the property line. Fixed awnings may not project into required front and street-side yards or into the public right-of-way. In no event shall an awning project more than 8 feet to the nearest curb. With the exception of retractable awnings, projections into the public right-of-way shall not be lower than 20 feet above the sidewalk.

Outdoor Cafés: On Pacific Coast Highway, outdoor cafés may extend to but not beyond the property line subject to a encroachment permit that may be revoked when the setback area is required for circulation improvements. On Del Prado and San Juan Road, outdoor cafés may extend to the property line and 2 feet into the public right-of-way. On north-south streets, outdoor cafés may extend to but not beyond the property line.

Ground-Floor Retail: Require that buildings fronting Del Prado and Pacific Coast Highway, between Blue Lantern and Golden Lantern, meet the following design criteria:

- The structure shall extend across no less than 75% of the lot frontage.
- Retail space shall occupy at least 75% of the frontage of the structure.
- The floor-to-floor dimension between the finished floors of the retail space and floor above shall be at least 18 feet.
- The minimum interior depth of retail space from storefront to rear shall be at least 40 feet.
- Retail frontage shall be built to the required property line or setback line as called for in the ordinance.
- The interior finished floor elevation shall be flush with the adjacent sidewalk at least every 50 linear feet along the Del Prado or Pacific Coast Highway frontage.

Recommendation

1. *Replace the existing development standards for the Town Center with new standards that would encourage design that would support the objectives of greater residential development, retail concentration and continuity, and economic feasibility.*

Summary Table

To clarify the revised development standards discussed above, the following tables were taken from the Dana Point Zoning Code and modified to provide a comparison of the revised development standards. The revised standards on setbacks, setbacks and the treatment of building frontages are highlighted in ***bold italic***.

DISTRICT-SPECIFIC DEVELOPMENT STANDARDS

| DEVELOPMENT STANDARDS | EXISTING | | REVISED STANDARDS (Town Center) |
|------------------------------------|--------------------------------------|-----------------------------------|---|
| | Commercial/Res. (south of Del Prado) | CC/P (north of Del Prado and PCH) | |
| Minimum Lot Size (2) | 5,000 sf | 5,000 sf | No change. |
| Minimum Lot Width (2) | 50 ft | 50 ft | No change. |
| Minimum Lot Depth (2) | 100 ft | 80 ft | No change. |
| DENSITY | | | |
| Maximum Lot Coverage | 40% | 60% | Remove coverage. |
| Maximum Residential Density | 10 du/acre | N/A | Remove density. |
| Maximum Height | 31-35 ft (3) 3 stories (4) | 31-35 ft (3) 3 stories (4) | 40-feet 3 stories (9) |
| Standard Floor Area Ratio (5) | | | |
| - Non-residential | .5 (up to 1.5) | 0.6 (up to 1.75) | 2.5 |
| - Mixed Use | 0.7 | N/A | 2.5 |
| SETBACKS | | | |
| Minimum Front Yard Setback (6) | 5 ft | 10 ft (7) | <i>PCH: Retain existing setback. Require dedication of 10-foot public access easement if necessary for street functionality. San Juan: Portion of building not built to property line, 5 ft. Del Prado: Portion of building not built to property line, 10 ft. (Note build-to requirements.)</i> |
| Minimum Street-Front Build-To Line | None. | None. | <i>Pacific Coast Highway: Build 100% of building frontage to setback line. San Juan: Build 50% of building frontage to property line; balance to setback line. Del Prado: Build to 50% width of front property line. All Other Streets: No build-to lines.</i> |
| Minimum Side Yard Setback | | | |
| - Interior Side | 0 ft | 0 ft | No change. |
| - Street Side (6) | 5 ft | 5 ft | No change. |
| Minimum Rear Yard | | | |

| DEVELOPMENT STANDARDS | EXISTING | | REVISED STANDARDS (Town Center) |
|--|--------------------------------------|-----------------------------------|--|
| | Commercial/Res. (south of Del Prado) | CC/P (north of Del Prado and PCH) | |
| Setback - Standard (8) - Adjacent to Alley or Street (6) | 15 ft 10 ft | 0 ft 5 ft | 0 ft 5 ft |
| AMENITIES | | | |
| Minimum Open Space (Res Only) - Private - Common | 100sf/du 100 sf/du | N/A N/A | No change in area requirements. 50% of units may combine common and public space reqmts. |
| Min. Landscape Coverage (6) | 10% | 15% | Remove Landscape Coverage. |
| Minimum Building Separation | 10 ft | 10 ft | No change. |
| Minimum Lockable Storage | 250 cu.ft./unit | N/A | No change. |

GENERAL DEVELOPMENT STANDARDS

In addition to standards that apply to particular zoning districts, it is recommended that the General Development Standards also be modified to support revitalization of the Town Center.

| | EXISTING | REVISED STANDARDS (Town Center) |
|---|--|---|
| MAXIMUM PROJECTIONS INTO REQUIRED YARD AREAS | | |
| Balconies and Bay Windows | Maximum 2'-6" into required yards but at least 5'-0" from property lines | Maximum 2'-6" into required yards. May project 2'-6" beyond property line above a height of 20 feet if permitted by Building Code. |
| Awnings | Front Yard: 4 ft (no supports) Rear Yard 3 ft Side Yard: 2'-6" Min. From Property Lines: 2 ft | Only retractable awnings permitted in front and street-side yards and public ROW. Pacific Coast Highway and North-South Streets: To property line. Del Prado and San Juan Road: 7 ft into required yard or into public right-of-way but no closer than 8 ft to nearest curb. All Other Yards: No change. |
| Outdoor Dining Areas (e.g., Sidewalk Cafés) | On Private Property: No specific zoning standards. In Public Right-of-Way: As permitted by Municipal Code Sections 14.01.350 and 14.01.360. | Pacific Coast Highway -- Front and Street-Side Yards: To property line with revocable encroachment permit. Del Prado and San Juan Road-- Front and Street-Side Yards: 2 ft into public right-of-way. All Other Yards: To property line. |
| All Other Items | Various Restrictions | No change |
| Maximum Percentage of Building Elevation Length | Front: 60% Side: 40% Rear: 80% | No change. |

| | EXISTING | REVISED STANDARDS (Town Center) |
|--|---|--|
| STEPBACKS | | |
| Adjacent to a Street | Above 2nd Story: 20 feet from the street or alley property line, but no less than 10 feet from the first and second stories. | <i>Pacific Coast Highway: For 50% of building built to setback line, step back 10 ft from setback line above 2nd story or 30 ft (whichever is lower). Del Prado and San Juan: For portion of building built to property line, 10 ft from property line above 2nd floor or 30 ft (whichever is lower). North-South Streets: 50% of building frontage, 10 ft from building face. All Other Streets: No requirement.</i> |
| Adjacent to an Alley or Rear Property Line | Above 2nd Story: 20 feet from the street or alley property line, but no less than 10 feet from the first and second stories. | <i>Blocks North of Pacific Coast Highway and South of Del Prado: Above First 20 Feet Height: Minimum 25 feet from the alley or rear property line. All Other Blocks: None required.</i> |
| Adjacent to a Residential District | Above 2nd Story: 20 feet from property line. | <i>See previous.</i> |
| Interior Side Property Line | Above 2nd Story: 5 feet from property line. | Above First 20 Feet Height: Starting 40 feet back from the front building face, minimum 5 feet from interior side property line. |
| FRONTAGE -- PACIFIC COAST HIGHWAY AND DEL PRADO BETWEEN BLUE LANTERN AND GOLDEN LANTERN | | |
| | None. | <i>Structure to occupy no less than 75% of street frontage. Retail to occupy no less than 75% of structure frontage. Minimum 18 feet floor-to-floor dimension at street level. Minimum interior depth of retail 40-feet from front. Retail to be built within 2 feet of front property line or side-street setback line. Interior floor elevation to be flush with sidewalk.</i> |
| UNIT MIX | | No more than 20% of units to be studios At least 20% of units to be 2-bedroom or larger. |
| BUILDING HEIGHT MEASUREMENT | For non-residential structures, vertical distance above existing grade, finished grade, finished pad elevation (excluding subterranean parking structure finished pad elevation), ceiling of uppermost level of subterranean parking structure, or eighteen (18) inches above | <i>Measure building height from the level of the sidewalk at the midpoint of the front property line. Count 2 stories of above-grade structured parking as a single story when fronted by single story of usable ground floor space, such as a shopfront.</i> |

| | EXISTING | REVISED STANDARDS (Town Center) |
|---|--|--|
| | the flood protection level, whichever is lower, to the top of the roof. | |
| PERMITTED ENCROACHMENTS INTO REQUIRED HEIGHT LIMIT | | |
| Parapets and Guardrails | Not permitted above maximum height. | <i>Permit up to 42" above maximum height if set back 5 ft from roof edge.</i> |
| Stairwells and Elevators Providing Access to Roof Decks | No greater than 10% of horizontal roof area; up to 5 feet above maximum building height. | <i>Stairwells: One per roof; maximum 200 square feet of roof area; up to 8 feet above maximum building height. Elevators: One per roof; maximum 100 square feet of roof area; up to 8 feet above maximum building height.</i> |
| Elevators Not Providing Access to Roof Decks | No provision. | <i>Permit up to 42" above maximum height.</i> |
| PARKING | | |
| Driveway Location | No provision. | Lots with Alley Access: No driveways from streets. Corner Lots With No Alley Access: No driveways on Pacific Coast Highway or Del Prado; set driveway back from curb return on Pacific Coast Highway or Del Prado 50 feet minimum. |
| In-Lieu Fee for Off-Site Parking | No provision. | Between Blue Lantern and Golden Lantern, allow retail and restaurant uses to pay fee in-lieu of building on-site parking. |
| ROOF DECKS | | |
| Maximum Size | Residential Districts: Maximum 25% of roof area of 300 square feet, whichever is less. Non-Residential Districts: No restriction. | <i>No restriction.</i> |
| Guardrail | 36" guardrail required; not to exceed maximum building height. | <i>42" guardrail required; allowed to exceed maximum building height if set back 5 ft from roof edge.</i> |
| Permanent & Temporary Structures | Not permitted. | <i>CUP required for permanent structures, such as pools, spas, and gazebos. Temporary structures, such as patio furniture and potted plants shall not exceed 8-feet in height.</i> |

Existing Footnotes Referenced in the First Table Above: Those footnotes that would not apply based on the revised standards have been shown as strike-outs. New footnotes are underlined.

(1) See Chapter 9.75 for definitions and illustrations of development standards.

(2) Development standard applies to proposed subdivisions of land through a SDP. The standards may be modified by the Planning Commission when necessary to accommodate the parcel configuration for an integrated commercial development subject to the approval of a Conditional Use Permit pursuant to Chapter 9.65.

~~(3) Subject to the measurement and design criteria in Section 9.05.110(b).~~

~~(4) A maximum of 3 stories may only be permitted in accordance with Section 9.05.200.~~

ATTACHMENT C

~~(5) A maximum FAR of 1.75 for CC/P and FAR of 1.5 for C/R may be permitted in accordance with Section 9.05.210.~~

~~(6) All setback areas adjacent to public streets must be landscaped. All residential units shall be provided with twenty (20) square feet of private landscaped area which shall not be calculated in the minimum landscape coverage.~~

~~(7) A zero setback may be allowed if the structure is designed to occupy no more than sixty (60) percent of the front 10 feet of the parcel and with an increase in minimum landscape coverage to fifteen (15) percent.~~

~~(8) Twenty (20) feet adjacent to residential use or district.~~

(9) Count two levels of above-grade parking as a single story when fronted by a single story of retail space not exceeding 20 feet in height.

**CITY OF DANA POINT
TOWN CENTER SUBCOMMITTEE
OCTOBER 24, 2005 MEETING MINUTES**

The Subcommittee convened the meeting at approximately 6:10pm.

1. PLEDGE OF ALLEGIANCE

2. SUBCOMMITTEE ROLL CALL

All members were present with the exception of Alice Anderson, Bob Mardian and Steven Weinberg.

3. PUBLIC COMMENTS

The following members of the public spoke.

1. Tom Blake – Owner of Tutor & Spunkys. Increased building height has generated significant developer interest.
2. Jerry Grunor – Stated his reasons for resigning from the Subcommittee.

4. PUBLIC OUTREACH UPDATED

Kathy Barnum provided an overview of outreach efforts.

5. BUILDING HEIGHT

Kyle Butterwick, Brenda Chase and Patrick Munoz presented the staff report related to conditionally allowing buildings heights up to 50-feet. The criteria was expanded as requested by the Subcommittee at the September 27th meeting. Jim Miller asked about the ability to require a super-majority vote for approving variances. Patrick Munoz indicated that additional research would be needed. Boris Dramov provided a PowerPoint presentation which depicted optional building heights and development standards. Subcommittee discussed the criteria for increased building height. Public comments included:

1. Jerry Grunor – Questioned benefit of higher buildings, what large retailers is the City seeking and what is mean by an “inventory”.
2. Herb Hueg – Concerned of potential view loss from his residence on Blue Lantern.
3. Harold Kaufman – Concerned with allowing buildings up to 50-foot. Requested clarification on potential for takings, CUP findings, and the definition of cultural benefit. Should only allow for 5’ for architectural projections. Consider credit for on-street parking, zero front yard setback and encroachments for sidewalk cafes.
4. Darrin Duhamel – Imperative to have 18’ high street level retail. Retaining existing retailers need to be addressed. Consider criteria which would allow for additional height if developer offered space to existing tenants.

Mayor Rayfield suggested conducting a brainstorming session with interested businesses to discuss retention programs.

Staff addressed the questions raised by the public. Boris stated that the success of the town will be based on the quality of place, goods/services and population density.

Members discussed that increased building height should only be considered in truly exceptional cases, questioned if the height would be consistent with the coastal community, explored if 40-feet was enough to generate change in the Town Center and considered requiring a CUP for increased heights.

The members concluded that a maximum of 40-feet was appropriate, but would like to consider projections beyond 40-feet for architectural elements, roof decks and other roof top accessories. Staff will return with a recommendation for these items.

6. DEVELOPMENT STANDARDS

Staff presentation related to development standards was provided with Item #5. Clarification was provided that parking structures would be included in calculated Floor Area Ratio.

Public comment included:

1. Bob Theel – Suggested that need for additional height for roof top decks. It was clarified that subterranean parking would be permitted to the property line. Questioned if tuck-under parking would be included in calculating the FAR. Not allowing for 50-feet is a disincentive. Needed appropriate in-lieu fees to ensure also not a disincentive.

Terry Walsh proposed a motion and Jim Howard seconded to approve the development standards with the following modifications:

- Remove reference to height up to 50-feet
- Max 2.5 FAR, eliminate up to 3.0
- Text related to roof decks to state that roof decks shall be permitted with no limitations on square footage.

7. FOLLOW-UP FROM OCTOBER 11TH SUBCOMMITTEE MEETING

The October 11th meeting minutes were approved. No discussion related to the Subcommittee Recommendations.

8. MEETING SCHEDULE

The meeting schedule provided in the agenda packet would be modified to include one meeting in November and one in December to account for the holidays. Following discussion, the date of November 10th was scheduled for a Focus Meeting at 8am and Subcommittee at 6pm to discuss alternative circulation plans. A Subcommittee meeting on December 7th at 1pm was also scheduled.

9. ROUNDTABLE DISCUSSION

Jim Howard provided clarification to the quotes he provided to the newspaper. Clarification was provided to Terry Walsh that the traffic analysis would include the animated traffic analysis. Yvonne English indicated she was unable to attend the November 10th meeting and asked if she could mail a letter to the business community provided that it stated that she was not representing the Subcommittee. She would provide the letter prior to mailing.

10. NEXT MEETING/ADJOURNMENT

Meeting adjourned 10:05p.m.

Next meetings – November 10, 2005 at 6pm.
December 7, 2005 at 1pm

**CITY OF DANA POINT
TOWN CENTER SUBCOMMITTEE
NOVEMBER 10, 2005 MEETING MINUTES**

The Subcommittee convened the meeting at approximately 6:00pm.

1. PLEDGE OF ALLEGIANCE

2. SUBCOMMITTEE ROLL CALL

All members were present.

3. PUBLIC COMMENTS

The following members of the public spoke.

3. Leslie Cary – Resides on Santa Clara. Indicated building heights would impact their privacy.
4. Karen Lloreda – San Clemente resident. Proposed a combination of traffic flow alternatives.
5. Jim Kelly – Feels development of Plan is moving too quickly and additional public input is needed. Parking on Santa Clara should be carefully considered.
6. Tom Gates – Submitted photos demonstrating potential view impacts of buildings and discussed noise impacts and parking on residential streets.
7. Michael Knauer – Provided comment on building heights.
8. Greg Orlandella – Suggested density should be considered and the rationality of a first floor 18-foot ceiling. Concerned of impact on residents with use of alleys.

4. PUBLIC OUTREACH UPDATED

Kathy Barnum noted that this was the seventeenth public meeting related to the Town Center Plan, reviewed October press coverage and discussed the new Fact Sheet and Survey.

5. SUMMARY OF BUSINESS ASSISTANCE/INCENTIVE PROGRAM ROUNDTABLE DISCUSSION

Kyle Butterwick provided an update on the new interim Economic Development Manager and summarized the comments/concerns expressed by the business community at the morning focused meeting.

6. TRAFFIC ALTERNATIVES

Brad Fowler and Debra Fehr, from Kimley-Horn & Associates, provided a staff report comparing the two-way and one-way alternatives and showed the traffic simulation model. Both scenarios can be successful from a circulation standpoint. Boris reviewed the pros and cons of both alternatives.

Public comments were provided by Ross Teasley who expressed opposition for the one-way alternatives. He believes that two-way circulation was more friendly and convenient.

The Subcommittee members deliberated the issue. A motion to support the one-way alternative was made by Beverly Sels and seconded by Bob Mardian.

1. Maintain one-way circulation pattern with the following improvements:
 - a. Reduce to two lanes on PCH and Del Prado
 - b. Include pedestrian amenities and traffic calming measures, such as intersection bulb-outs and textured paving, narrowed roadway, and signal priorities for pedestrians.

- c. Include roadway beautification measures at a pedestrian scale, such as landscaping, seating and lighting.
- d. Establish specific entry features at the north and south end of the couplet.

The motion passed to recommend the one-way circulation system with 7 voting yes, 5 voting no, and 2 abstaining.

7. ART IN PUBLIC PLACES

This item continued to the next meeting.

8. SIGN CODE & GUIDELINES

This item continued to the next meeting.

9. FOLLOW-UP FROM OCTOBER 24TH SUBCOMMITTEE MEETING

This item continued to the next meeting.

10. ROUNDTABLE DISCUSSION

No discussion.

11. NEXT MEETING/ADJOURNMENT

Meeting adjourned 10:05p.m.

Next meeting – December 7, 2005 at 1pm

**TOWN CENTER SUBCOMMITTEE RECOMMENDATIONS
(as of 11/10/05)**

APPROVED RECOMMENDATIONS – the following recommendations were approved by the Subcommittee.

**PCH/DEL PRADO STREET IMPROVEMENTS AND PHASING PLAN
(8/9/05 and 11/10/05 Meetings)**

The following Recommendation was modified as a result of the Subcommittee's vote on 11/10/05 to maintain the one-way circulation system.

- ~~1. Continue with the proposed preferred concept, as detailed in the May 2005 Plan, which includes four lanes on PCH and two lanes on Del Prado, as well as the following components:
 - ~~a. Create additional public parking which would include one and preferably two facilities prior to Phase I and ensure adequate parking signage is provided.~~
 - ~~b. Reestablish on-street cut-out parking on PCH in moderate to heavily utilized areas in which it is physically possible to create 3 or more spaces and at the request of the property owner(s) who may be required to dedicate property for right-of-way purposes.~~
 - ~~c. Construct the landscaped median on PCH during Phase I.~~
 - ~~d. Consider modifying the intersection of Blue Lantern and PCH, as well as other intersections, to narrow the entrance to the side streets and making it appear as a less desirable alternative route.~~
 - ~~e. Evaluate an alternative intersection at Copper Lantern.~~
 - ~~f. Meet with the business community to review parking issues.~~
 - ~~g. Establish specific entry features at the north and south end of the couplet.~~
 - ~~h. Establish 4-way stop signs on Del Prado, where justified.~~
 - ~~i. Establish appropriate parking time limits for public parking in the Town Center as an action of the Implementation Plan.~~~~
1. Maintain one-way circulation pattern with the following improvements:
 - e. Reduce to two lanes on PCH and Del Prado
 - f. Include pedestrian amenities and traffic calming measures, such as intersection bulb-outs and textured paving, narrowed roadway, and signal priorities for pedestrians.
 - g. Include roadway beautification measures at a pedestrian scale, such as landscaping, seating and lighting.
 - h. Establish specific entry features at the north and south end of the couplet.

IN-LIEU PARKING PROGRAM (8/9/05 Meeting)

1. Continue with the recommended concept, as detailed in the May 2005 Plan which includes the establishment of an in-lieu parking program, as well as the following components:
 - a. Require that residential and guest parking be provided on-site.
 - b. Conduct study to determine appropriate in-lieu fee.
 - c. Implement parking program in areas between Golden Lantern and Blue Lantern.

HISTORIC PRESERVATION (8/23/05 Meeting)

- 1) Require that the nine structures and gazebo located in the Town Center which were identified in the 1997 survey be placed on the Dana Point Historic Register and be subject to Section 9.07.250(g)(1)(C) for removal. Similar to the two structures which

were required to be designated, removal of these structures in the Town Center would require review by the Planning Commission.

- 2) With the assistance of the Historic Society, identify other structures in the Town Center which satisfy the eligibility criteria and include these structures on the Register. These structures would also be subject to Section 9.07.250(g)(1)(C) for removal.
- 3) Update the Dana Point Historic Resources Inventory every five years.
- 4) Preserve portions of concrete sidewalks which have historical stamp from original development of the City, where feasible.
- 5) Notify property owners of the benefits of registering their structures on the National Register of Historic Places.
- 6) Create incentives for structures which have been modified to reestablish historical characteristics.

DESIGN GUIDELINES (8/23/05 Meeting)

1. Supplement and/or replace the existing design guidelines for private property in the Town Center with new design guidelines, focusing on humanizing the pedestrian environment within the Town Center, with consideration for courtyards, passages, and other provisions that help to link and extend the quality of public space into quasi-public and private areas. Guidelines are to address:
 - a. roof top gardens,
 - b. clarify encroachment for outdoor seating,
 - c. ensure guidelines are flexible,
 - d. architecture should be regionally significant, and
 - e. evening character and lighting.

MARKETING COUNCIL TASK FORCE (9/15/05 Meeting) *ACTED ON BY COUNCIL 9/28/005*

1. Retain economic development director and develop a formal Economic Development Program for the City of Dana Point that would involve the formulation of a formal economic development strategy to market the City as well as to assist with business development in Dana Point;
2. While staff is developing an Economic Development Program for the City, staff should be exploring opportunities to partner with the Harbor Association to market Dana Point as an upscale visitor destination that can be implemented immediately; and
3. In addition, direct staff to pursue, as a part of the Economic Development Program, a more regional approach with the Tri-City area Cities towards marketing South County as a visitor destination.

BUILDING HEIGHT (9/15/05, 9/27/05 and 10/24/05 Meetings)

1. Increase the overall Town Center building height standard for 3 stories to 40-feet (additional 5-feet).

DEVELOPMENT STANDARDS (9/15/05 and 10/24/05 Meetings)

1. Replace the existing development standards for the Town Center with new standards which would encourage design that would support the objectives of greater residential development, retail concentration and continuity, and economic feasibility (see matrices reviewed at 10/24/05 meeting).

ISSUES TO BE FINALIZED – the following issues have been discussed, but the Subcommittee has not approved final recommendations.

PCH/DEL PRADO STREET IMPROVEMENTS – Review additional traffic analysis for one-way circulation and two lanes.

LAND USE (7/19/05 and 8/9/05 Meetings)

1. Create land use districts to focus specialty commercial along Del Prado, community commercial along PCH, and Commercial/Office in the area of La Plaza. Generate a land use matrix which would identify uses which would be permitted, conditionally permitted and prohibited in these districts.
2. Implement discretionary review process which would provide the tools needed for ensuring uses on Del Prado will generate activity and help achieve the vibrant pedestrian environment sought for the Town Center.

ART IN PUBLIC PLACES (7/19/05 Meeting)

1. Update the AIPP program creating a process of allocating in-lieu fees and guidelines for reviewing proposed art works.
2. Create a Cultural Arts Commission which would:
 - a. become the body which reviews the City's AIPP applications and allocate funding for art pieces, and
 - b. define the Town Center Art Program and address the issues identified above.

BUILDING HEIGHT (9/15/05, 9/27/05 and 10/24/05 Meetings)

1. Consider items such as architectural elements, roof decks and other appurtenances to exceed the maximum building height.

SIGN CODE & GUIDELINES (10/11/05 Meeting) – Continue review of Sign Code and Guidelines. Encourage business owners to provide comments.

TOWN CENTER POLICIES (10/11/05 Meeting) – Continue to review and update draft policies.

ISSUES TO BE ADDRESSED

1. Develop incentives such as improvements to historic structures, façade improvements and relocation assistance.
2. Explore program for business retention and modify guiding principle to reflect desire to retain business. *(The issue of business retention has been included as a policy of the Plan).*
3. Town Center and Street Names
4. Streetscape (lighting, seating, trash receptacles, restrooms, landscaping). *(Addressed through Plan policies. Detailed selection of lighting, seating, etc., will occur during streetscape design and will not be addressed in the development of the Plan. General guidance for these issues have been provided through Plan policies, as discussed at the 10/11/05 meeting.)*