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**CITY OF DANA POINT  
TOWN CENTER SUBCOMMITTEE  
OCTOBER 11, 2005 MEETING MINUTES**

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The Subcommittee convened the meeting at approximately 2pm.

**1. PLEDGE OF ALLEGIANCE**

**2. SUBCOMMITTEE ROLL CALL**

All members were present with the exception of Alice Anderson and Georgia Theodor.

**3. PUBLIC COMMENTS**

The following members of the public spoke.

1. Alex Lake – Stated that ballot was needed, residential density standard, 2 lanes with one way pattern and wide sidewalks. Growth will increase density and village atmosphere will be lost with increased congestion.
2. Terry Goller – Shares her experience with architecture in Coronado which includes multi-colored buildings and no large plate glass windows. Does not think 3-stories buildings are needed, is concerned with traffic and likes eclectic, seaside look.

**4. PUBLIC OUTREACH UPDATED**

Kathy Barnum provided an overview of outreach efforts and distributed copies of related articles.

**5. TOWN CENTER PLAN POLICIES**

Kyle Butterwick discussed the purpose and Brenda Chase provided an overview of the policies. It was emphasized that the development of the policies would be an on-going effort. Staff will periodically re-circulate the policies to the Subcommittee and update them as needed. Modifications were as follows:

**Urban Design/Streetscape**

**Policy 2.4:** Encourage pedestrian-oriented building frontages with shops opening to the public sidewalk, and encourage a ~~minimum~~ maximum amount of retail uses on the first floor.

**Policy 2.11:** Establish a recommended plant list for trees, shrubs, herbaceous materials and ground cover. Priority shall be given to drought tolerant plants.

**Policy 2.13:** Increase the number of flowers in the Town Center by adding containers in the City right-of-way and on streetlights, and encourage businesses to plant flowers where possible provided maintenance program is established.

**Parking**

**Policy 4.6:** Create additional public parking which would include one and preferably two facilities prior to beginning roadway construction ~~if on-street parking is reduced~~

**Economic**

**Policy 5.4:** Opportunities for creating incentives for retaining existing businesses shall be explored and feasible programs implemented.

**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)

**Building Design**

**Policy 8.2:** Create a “main street” environment ~~along Del Prado~~ throughout the Town Center with a continuous frontage of appropriately designed shops and restaurants.

**6. INTRODUCTION TO SIGNAGE**

The purpose of the presentation was to introduce the existing sign regulations to the Subcommittee to assist them in determining if changes are needed. John Tilton presented photos of other communities to demonstrate how signage can contribute the environment of a street. Brenda Chase provided an overview of the Sign Code and Sign Guidelines.

Public comments included:

1. Ross Teasley – asked if the Sign Code applies to public signage (i.e., park signs). Which they do not.
2. Darrin Duhamel – owner of Revo Cycles states that the Code is confusing and contradicting. Questioned the need to limit the placement of banners in windows and not allowing telephone numbers on signs.

The Subcommittee was generally concerned that businesses were not coming forward to provide comments. A follow-up meeting will be conducted and businesses will be encouraged to attend. Members of the previous Sign Ad-Hoc Committee will also be asked to attend to provide some background on the changes that were made in 2001.

**7. FOLLOW-UP FROM SEPTEMBER 27<sup>TH</sup> SUBCOMMITTEE MEETING**

The September 27<sup>th</sup> meeting minutes were approved with minor modifications to clarify comments made by Steve Rosen and the comments and suggestions made regarding building height. The Subcommittee Recommendations were modified to state that the City Council has acted on the Subcommittee's recommendation that a economic development director be retained and to add consideration of a one-way circulation pattern to the "Issues to be Finalized".

**8. ROUNDTABLE DISCUSSION**

Staff provided clarification to Jim Howard that the entire Plan would be reviewed by the Coastal Commission. Yvonne English requested that staff provide a meeting schedule. Transmittal of a letter to businesses was discussed to encourage the participation. Terry Walsh asked if costs would be developed after the Plan is understood. The Community House was suggested as a potential place to establish the Town Center store front. Beverly Sels clarified that there was a rental fee. Interest was expressed regarding field trips. Several members offered to provide photos they have taken of other communities. Staff will compile these photos and distribute them to the members.

**9. NEXT MEETING/ADJOURNMENT**

Meeting adjourned 5:05p.m.

Next meeting – October 24, 2005 at 6pm.