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**CITY OF DANA POINT  
TOWN CENTER SUBCOMMITTEE  
SEPTEMBER 15, 2005 MEETING MINUTES**

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The Subcommittee convened the meeting at approximately 6pm.

**1. PLEDGE OF ALLEGIANCE**

**2. SUBCOMMITTEE ROLL CALL**

All members were present with the exception of Yvonne English. Alice Anderson arrived 6:13pm.

**3. PUBLIC COMMENTS**

The following members of the public spoke.

1. Rob Robinson – Existing business owner on Del Prado. Concerned with 2-way traffic and that drivers would not use Del Prado.
2. Alex Lake – Plan would impact on Del Prado and require demolition of existing buildings. Need workshop for business and property owners.
3. David Krisjanson – Thanked Subcommittee and transparency of the process. Supports Plan and wants high quality development.
4. Carol Finizza – Likes mixed use concept.
5. Tom Blake – Business owner on PCH. Concerned with traffic and elimination of on-street parking.
6. Bob Theel – In favor of Plan. Stated that four buildings in the Town Center have been built since Cityhood.
7. Jack Loconsolo – Concerned of impact to businesses.

**4. FOLLOW-UP FROM AUGUST 23<sup>rd</sup> SUBCOMMITTEE MEETING**

Modifications were made to the August 23<sup>rd</sup> meeting minutes to clarify that the Subcommittee voted to establish public parking prior to Phase I. Recommendations Item 1a of the Street Improvements were modified to eliminate “Seek to...” A request was made that the minutes be brought back to the Subcommittee.

**5. PUBLIC OUTREACH UPDATE**

Kathy Barnum distributed a revised Survey and media packet. Subcommittee members were asked to provide comments on the survey to Kathy by the 21<sup>st</sup>. The concept of a Business Development Association was discussed.

**6. RECOMMENDATION OF THE MARKETING COUNCIL TASK FORCE**

Mayor Pro Tem, Anderson presented the recommendations of the Task Force. The Subcommittee approved the recommendation which is as follows:

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.

**7. POTENTIAL VIEW IMPACT OF THE TOWN CENTER PLAN**

Kyle Butterwick introduced the item and John Tilton presented view simulations from three locations outside the Town Center which may be affected by new development. The views represented building heights of 35-, 40-, 50-, and 60-feet. Some members questioned the impact on views from lower elevations.

**8. BUILDING HEIGHT**

Boris Dramov provided a presentation regarding building height for the Town Center which addressed the need for ground floor levels to be no less than 18-feet and an overall height of 40-feet. Building height over 40-feet, but no more than 50-feet was also recommended for consideration provided the proposed development satisfied specific criteria.

The following individuals offered provided public comments:

1. Kaye Romo – Stated that there are view impacts with 40-feet. Issues related to Town Center may include affordable housing, parking, ADA compliance, pollution from higher buildings (fumes, noise and light)
2. Phil Bordeaux – Representative of the Lantern Village Association who opposes heights above 35-feet based on potential view impacts.
3. Bob Theel – Stated that buildings lower than 35-feet could impact some properties. Four stories is needed to create change which would evolve slowly.
4. Harold Kaufman – Business community wants one-way and angled parking. Can get 3 stories and 15-foot ground floor with 35-foot height limit. Consider architecture projections and step backs.
5. Richard Dietmeier – slower traffic and parking needed. 40-feet acceptable. Square footage needed for larger retailers. Consider June 2005 General Referendum.

The Subcommittee requested that additional height analysis be provided as well as information related to projections, and building mass.

**9. DEVELOPMENT STANDARDS**

Time did not permit discussion of this item. It was continued to the next meeting.

**10. ROUNDTABLE DISCUSSION**

No discussion.

**11. NEXT MEETING/ADJOURNMENT**

Meeting adjourned 10:15p.m.

Next meeting – September 27, 2005 at 6pm