
**CITY OF DANA POINT
TOWN CENTER SUBCOMMITTEE
MARCH 2, 2006 MEETING MINUTES**

The Subcommittee convened the meeting at approximately 5:04pm.

1. PLEDGE OF ALLEGIANCE

2. SUBCOMMITTEE ROLL CALL

Yvonne English was absent.

3. PUBLIC COMMENTS

The following members of the public spoke.

1. Jim Kelly – Asked that the Subcommittee reconsider 2-way circulation and include diagonal parking.
2. Leslie Cary – Stated that a recent newspaper article incorrectly stated that there was no opposition to residential uses above commercial in the Town Center.
3. Steve Cary – Indicated that the remaining issues need more residential input.
4. Ross Teasley – Requested that more visual tools be provided to assist in input from the community and that pedestrian standards are needed to create walkability. He presented information from a recent planning conference he attended.
5. Joann Christman – Concerned with increased density and traffic.

4. PUBLIC OUTREACH UPDATED

Kathy Barnum provided an overview of the media coverage and reminded that surveys are due by March 15, 2006. The Shopping Guide and Newsletter have been drafted. A Town Center phone line and email address have been created (towncenterinfo@danapoint.org and 949/248-3527).

5. ECONOMIC POLICIES & IMPLEMENTATION

An overview of the current approach for economic development within the Town Center was provided by Kyle Butterwick and Kathleen Rosenow. Kathleen reviewed recommended policies which will be incorporated into the policies in the Town Center Plan. Motion made by Lara Anderson and unanimously approved to include the following policies:

Add to Policy 5.2: The purpose of the Downtown Business Association is to provide a coordinated forum for various private interests to work together to enhance economic development in Town Center.

Policy 5.5: Prepare an Economic Development Strategy to strengthen the business climate, foster retail activity and improve the tax base in Town Center.

Policy 5.6: Develop affiliations between civic and business associations and groups to promote a coordinated marketing effort that enhances business activity throughout the city. In particular, develop linkages between Town Center and other activity centers such as the beaches, hotels and harbor.

6. DEVELOPMENT STANDARDS (CONTINUED)

John Tilton provided an overview of the standards remaining to be reviewed by the Subcommittee and photos taken of the staking in the Town Center.

The Subcommittee finalized the development standards which included removing the standards which were different on PCH to ensure that both streets have the same

standards. The Subcommittee requested that staff revise the standards per their approved actions and provide a final draft for their review at the March 20th meeting.

7. LAND USE

Kyle Butterwick provided an overview of the proposed land use provisions. Some modifications were made to the definitions. The Subcommittee requested staff to incorporate the recommended changes and return with the finalized document.

8. FOLLOW-UP FROM JANUARY 24TH SUBCOMMITTEE MEETING

The January 24th, 2006 meeting minutes were approved (Motion made by Mardian). Modifications were made to the Recommendations to reflect the actions related to public parking.

9. ROUNDTABLE DISCUSSION

Jim Howard discussed his progress in forming a Downtown Business Association (DBA). A meeting on March 6th would be held with a consultant who would assist with this effort. Jim Howard, along with his wife, were using the kiosk at the Dana Marina Plaza during the Whale Festival as an information center.

Karen Schnell provided an update on her progress in reviewing the City's Art in Public Places program. She has organized 13 residents to assist in the effort. They are meeting on March 9th at 6pm.

Tom Volkman asked if affordable housing would be a requirement within the Town Center.

10. NEXT MEETING/ADJOURNMENT

Meeting continued to the next meeting at 10:05p.m.

Next meetings – March 20, 2006 at 2pm