
**CITY OF DANA POINT
TOWN CENTER SUBCOMMITTEE
JANUARY 9, 2006 MEETING MINUTES**

The Subcommittee convened the meeting at approximately 5:05pm.

1. PLEDGE OF ALLEGIANCE

2. SUBCOMMITTEE ROLL CALL

Ronna Kincaid was absent.

3. PUBLIC COMMENTS

The following members of the public spoke.

1. Steve Cary – Resides on Santa Clara. Suggested that an alley setback of more than 5-feet is needed to allow for delivery truck access.
2. Leslie Cary – Resides on Santa Clara. Concerned with air pollution generated by idling delivery trucks.
3. Terry Goller – Opposed to proposed whale statue. Provided photos of Savannah and Scottsdale.
4. Liz Fitzgerald – Congratulated Subcommittee members.
5. Don Beaver – Needs to review information.

4. PUBLIC OUTREACH UPDATED

Kathy Barnum discussed development of a shopping guide and presented a preliminary map which identified some retail businesses and restaurants. She is seeking input from the Subcommittee and businesses. City has joined the California Downtown Association (www.californiadowntown.com). The next newsletter is under development.

5. SUMMARY OF 11/10 ECONOMIC BRAINSTORMING SESSION

Kathleen Rosenow reviewed the incentive measures identified by the business community at the 11/10 Focus Meeting and how these measures would be implemented. Darrin Duhamel from Revo Cycles provided public comment which included clarification of “formula” businesses and discussed their impacts on communities and existing businesses. This item was only informational and no formal action was required.

6. SIGN CODE & GUIDELINES

John Tilton provided an overview of the Sign Code and Guidelines. Public comment was provided by Darrin Duhamel who requested that banners with words not be considered advertisement and not to preclude outdoor displays. Motion to approve by Lara Anderson, and seconded by Steve Weinberg for 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. Specific consideration shall be made for:
 - a. Special consideration for businesses at corner locations,
 - b. Clarify allowance of window signage and window displays,
 - c. Offer additional staff support for processing sign entitlements,
 - d. Assess appropriate outdoor displays as related to streetscape design,
 - e. Encourage residents & businesses to participate in the update of the Code, and
 - f. Ensure Sign Code and/or Sign Guidelines adequately eliminate undesirable signs.

2. Develop an interim Sign Program to address signage needs for existing businesses during the construction phase of roadway improvements and temporary signage needed for businesses relocating at the old and new location.

7. ART IN PUBLIC PLACES

Brenda Chase provided an overview of the current program and the recommended action. Public Comments included:

1. Barbara Johannes – Recommended lanterns to be considered as part of AIPP and used along the streets. Lanterns with spots would illuminate the sidewalks.
2. Frank Turner – Local artist residing in Niguel Shores presented a ship concept for the library which could be used at other locations.
3. Steve Leonard – Recommended constructing several art pieces rather than one large piece.

Members expressed interest in utilizing a lantern design for street lighting and private development. The recommendations have been updated to reflect the desire lantern to be used in the streetscape design and the requirement of private development will be reflected in the policies. The Subcommittee discussed the need to bring the AIPP program to the next level and made the following action (Motion by Lara Anderson, seconded by Yvonne English):

1. Formulate a group to be led by Karen Schnell to evaluate the current AIPP program and suggest revisions which would be implemented citywide. Suggested modifications may include:
 - a. Consider an increase to the required value of art which is currently one-half percent to one percent of the total development construction costs.
 - b. Lower threshold for which projects would be subject to the AIPP program from \$1 million to \$100,000.
 - c. Identify a body which would review proposed public art pieces.
 - d. Consider development of an endowment.
 - e. Review the potential for providing a preference to local artists.

8. FOLLOW-UP FROM DECEMBER 7TH SUBCOMMITTEE MEETING

- a. Proposed Actions to Limit Impacts on Surrounding Residential Areas was presented by Brenda Chase. The Subcommittee modified the strategies to reduce the hours of delivery trucks and to discourage trucks from idling in alleyways. The actions will be presented at the 1/17/06 Residential Focus Meeting.
- b. A correction was made to the 12/7/05 Meeting Minutes that Yvonne English and Georgia Theodor were absent. Motion made by Steve Weinberg and seconded by Alice Anderson to approve the minutes. Motion passed.
- c. The strikeout of the recommendations related to two-way circulation was removed to allow the Subcommittee to review at its 1/24/06 meeting each recommendation and determine if all may be applicable. Lanterns were added to streetscape improvements.

9. ROUNDTABLE DISCUSSION

A Fact & Fiction flyer and proposed schedule were distributed to the Subcommittee for discussion.

10. NEXT MEETING/ADJOURNMENT

Meeting adjourned 8:25p.m.

Next meetings – January 24, 2006 at 1pm