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

October 24, 2005
6:00 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. BUILDING HEIGHT (CONTINUED FROM 9/27) *Attachment A*
6. DEVELOPMENT STANDARDS (CONTINUED FROM 9/27) *Attachment B*
7. FOLLOW-UP FROM OCTOBER 11TH SUBCOMMITTEE MEETING *Attachment C*
 - a. *October 11, 2005 Meeting Minutes*
 - b. *Subcommittee Recommendations To Date* *Attachment D*
8. MEETING SCHEDULE *Attachment E*
9. ROUNDTABLE DISCUSSION
10. 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, October 21, 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.

Building Height

The current Zoning Ordinance limits the height of buildings in the Town Center to a maximum height of three stories and 35-feet. This is a barrier to achieving a desired mix of high quality, commercial and residential development in the Town Center. The current limit should be amended to allow for higher ground floor ceiling heights and quality upper level office or residential uses. An increase in number of stories should also be considered as an incentive to encourage additional residential development. The following is provided to evaluate these issues.

UPDATE

The Subcommittee considered this issue at its September 27th meeting at which time they approved the recommendation to increase the building height to 40-feet. The recommendation to allow structures up to 50-feet with the satisfaction of specific criteria was continued to allow for the following issues to be explored by staff and presented to the Subcommittee.

1. Subcommittee Comment: Need to define “view”. Consider clarifying criteria to specify protection of “ocean” views and public and/or private views.

Response: Public views are protected from identified scenic overlooks, as determined by the City’s General Plan. Attached is the General Plan which identifies scenic overlooks in the City shall be provided (hardcopy only). Currently private views are not. Although the recommended criteria attempts to address impacts to private views by requiring a view analysis for new development, it is not recommended that a distinction be made between public and private. Instead, the criteria has been modified to state the increased height shall not “significantly” obstruct “ocean” views. What is “significant” will be evaluated based on the conclusion of project staking. For instance, if an individual has a sweeping view of the ocean and the project encroaches into a small portion of the blue water and not beyond the horizon, this should not be considered significant. Conversely, if a project eliminates the ocean view it would be considered significant. The criteria provided under the Recommendation section of this document addresses this issue.

2. Subcommittee Comment: Need legal interpretation of what limitation can be placed on variances and the number of buildings which may go beyond 40-feet. How much control of height can be created?

Response: The City can not preclude the property owners from applying for variances. The requirements for variances are contained in state law. (Gov. Code, § 65906.) The state variance law is applicable to all zoning jurisdictions except charter cities (Gov. Code, § 65803) and is meant to provide minimum limitations with which cities can exercise maximum control over local zoning matters. (Gov. Code, § 65800.) A city can only supplement the variance rules with "harmonious local legislation." (*Topanga v. County of Los Angeles* (1974) 11 Cal.3d 506, 511.) Outlawing variances would not be harmonious with the controlling state law.

There are also legal constraints related to the ability to limit the number/percentage of buildings which may be permitted over a certain height. Gov. Code § 65852 states that all regulations shall be uniform for each class or kind of building or use of land throughout each zone. If only a certain percentage of owners can build to a certain height, later requests would be judged by a different standard than previous requests - a property owners rights should not be limited by what someone else has done. Therefore, a better approach is to create development standards or design standards applicable to all properties, for example, minimum parcel size, view impacts, or aesthetic impact. Then, although the review is discretionary, the City still has some standards by which to ensure that every building doesn't go to 50 feet.

The City Attorney Office is continuing to review this issue and will attend the October 24th meeting.

3. Subcommittee Comment: What constitutes a meritorious building height criteria? ATTACHMENT A

Response: The criteria have been modified to state that projects of “significant merit” are those that comply with all the Development Guideline principles and provide an outstanding example of architecture and design.

4. Subcommittee Comment: Subcommittee Comment Explore expanding criteria to include greater controls.

Response: Additional criteria have been developed (see below).

Additions to the following briefing paper are underlined.

Existing Building Heights

Currently the Town Center is comprised of a wide mix of developed, underdeveloped and vacant parcels. The current height standard allows for buildings to be 35-feet in height with three stories. Existing building heights in the Town Center range from 1 to 3 stories and have both conforming and nonconforming heights up to and over 40 feet. Attached are photos of some buildings within the Town Center and their heights. As shown, some buildings in the Town Center exceed the current 35-foot limit for building height.

Proposed Building Height

The recently completed view impact analysis performed by the City’s consultant, Focus360, has demonstrated the feasibility of allowing significant additional building heights within the Town Center without impacting views from the surrounding community.

While the current building height limit of three floors may be desirable in some locations, the current overall height limit of 35-feet should be amended. The current limitation prevents a three story building from having both the higher ceilings that would be required for successful, ground floor retail uses and high quality office and residential spaces at the upper levels. A minimal increase of 5-feet to that limit, for a total of 40-feet, would accommodate high quality, retail space at the ground level with two upper levels of high quality residential or office space. The view impact study demonstrates that this minimal increase would not result in additional negative impacts on views from the surrounding community.

An allowance for additional building height beyond that limit, up to a 50-foot maximum, is recommended to be included in the development standards for the Town Center only as an incentive for exceptional development and/or uses desired by the City. This additional height could only be approved on a conditional basis for development that strengthens the vitality of the Town Center while protecting views from the surrounding community. If a height of more than 40-feet was not permitted without a variance, developers which insist that additional height is needed to make a project financially feasible, may apply for a variance. Often this process is called “planning by variance” where variances are approved because the development standards are too limiting. In those cases, criteria are often not established and the City may have limited control of those developments. Creating a review process which includes specified criteria allows the City to ensure that new development meets the objectives of the Town Center Plan.

Compatibility/Character

The additional recommended heights would allow for and would actually promote diversity and creativity from development proposals in the Town Center. The Town Center Plan Design

Guideline criteria, in association with development standards, will ensure that new development respects adjacent, sensitive uses such as historically significant structures while requiring that designs incorporate appropriate architectural and site design qualities desirable for the Town Center. Examples of the development standards and design guidelines that would be applicable include but are not limited to; floor area ratios (FAR), building step backs, façade articulation and quality of building materials and public spaces fronting on streets and alleys.

Impacts on Views from Development in the Town Center

Proposals for buildings above the standard 40-foot height limit would be subject to a discretionary review process by the City at a noticed public hearing utilizing an accompanying view impact study with story pole staking that would show potential impacts to the surrounding community. This would be a valuable tool in the discretionary process when considering public concerns about impacts on views from a building's proposed height envelope.

Development Perspectives

Obtaining the vision for the Town Center is contingent upon new and revitalized development occurring. For this reason, it is important to understand the development perspective and to address potential barriers to future development.

The balance of land costs and the potential amount and quality of building square footage that can be developed on a given property determines the feasibility of development on property. Historically, developers have indicated that the greatest barrier to construction in Dana Point was the inability of accommodating parking on-site considering the small parcel sizes and the limited amount of square footage which could be constructed. The proposed in-lieu parking program reduces the parking issue, however, the question of limits on building height (quality and amount of square footage) remains.

Allowances for additional height, beyond the current limits, is required to accommodate high quality design, create an economic incentive for major retail uses and promote a sufficient mix of commercial and residential uses necessary for a vibrant Town Center.

Recommendation

New and otherwise significant development within the Town Center would require discretionary review which allows staff to review projects on a case-by-case basis and conduct a noticed public hearing with the Planning Commission. This process ensures projects comply with the intent of the Town Center Plan and allows the public to participate in the review process.

1. Increase the overall Town Center building height standard for 3 stories to 40-feet (additional 5-feet). (COMPLETED. Approved by Subcommittee 9/27/05)
2. Allow a maximum height of 50 feet (maximum 4 stories) for only mixed use, retail/residential projects, including parking structures, that comply with the following specific criteria:
 - The added height does not significantly obstruct existing ocean views. Projects which affect some views shall be considered, and in no case should the proposed project entirely obstruct the ocean-view. Proposed projects shall be staked and the significance of the obstruction evaluated based on amount of ocean view affected.
 - The added height allows for a desired public facility (i.e., cultural use, civic center, library or parking structure) or provides for significant anchor retail uses that will strengthen the retail vitality of the Town Center. An anchor tenant is defined as a business which occupies more than 10,000 square feet.

- The project is located on a minimum 20,000 square foot parcel. (The attached map identifies parcels in the Town Center which are greater than 20,000 sq.ft. and multiple parcels located with one owner which could be combined to create a 20,000 sq.ft. parcel.
- The building massing and architectural and site design quality ~~are of significant merit~~ provide an outstanding example of architecture and design and comply with all Design Guidelines principles.
- The project incorporates public open space or amenities, such as a pedestrian courtyard or outdoor seating areas.



ATTACHMENT A



Dana Point Town Center Specific Plan

Parcels greater than 20,000 sq. ft. with common ownership



Development Standards

The current Zoning Ordinance, in some cases, conflicts with the community objective for creation of a vibrant mixed-use Town Center. Amendments are required to remove potential conflicts and to create development standards which encourage the desired design and development.

UPDATE

The proposed development standards were originally presented to the Subcommittee at its September 27th meeting. The item was continued to allow for greater clarity to the standards. To address this issue, a matrix has been provided which compares the existing and proposed development standards. Photographs and/or graphics will also be presented at the October 24th meeting to portray the affect of specific standards.

Proposed Development Standards

Changes to the development standards are proposed to support the objectives of greater residential development, retail concentration and continuity, and economic feasibility. The following summarizes the proposed development standards for the Town Center.

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.
- The floor-to-floor dimension between the finished floors of the retail space and floor above shall be at least 18 feet.
- The minimum depth of retail space from storefront to rear shall be at least 40 feet.
- The retail frontage shall be built to the front yard or street side yard setback line, except where the additional setback is occupied by an outdoor café.
- 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.

Maximum Lot Coverage: The existing maximum lot coverage ranges from 40% to 60%. Such standards are appropriate to less intense suburban environments, but preclude the more cohesive development pattern that is required for a successful Town Center, where it is important for buildings to form an uninterrupted fabric of activity. Coverages of close to 100% are necessary to achieve this pattern, and are possible particularly when parking is located in centralized off-site facilities, as proposed in the Town Center. As such, it is recommended that the current coverage requirements be removed as a mandatory requirement within the Town Center.

Maximum Density: The existing maximum residential density (10 units per net acre in the C/R district) is a single-family residential standard, inappropriate to a vibrant mixed-use district like the Town Center. It is also problematic to apply a maximum residential density in units per acre to mixed-use projects, as it does not take account of the proportions of residential and non-residential uses or for the size of the residential units.

Maximum floor-area ratio (FAR), which governs the amount of development permitted relative to the amount of land for a given parcel, is a more appropriate tool with which to regulate mixed-use development. Currently, in Dana Point Neighborhood and Community Commercial Districts, a 1.75 FAR is permitted. In the Town Center, where a mix of commercial and residential uses are desired, a FAR of 2.5 would be more appropriate and is recommended. On a conditional basis, an additional .5 FAR would be permitted for projects which demonstrate a significant contribution to the retail vitality of the Town Center and are of appropriate massing

architectural merit. To promote a diverse residential population and provide housing for families in the Town Center, no more than 20 percent of the units in a new development may be studios and at least 20 percent shall be two-bedroom or larger units.

Maximum Height: The existing maximum height in the Town Center is established both in terms of number of stories (3 story maximum) and as a dimensional limit which ranges from 31 feet (for flat and low-pitch roofs) to 35 feet (for steeply pitched roofs). These height limits would result in a three-story structures with as little as 11 feet (floor-to-floor) for ground-floor retail and restaurant space – far too low for successful shop space and for a strong retail presence on the street – and 10 feet floor-to-floor for residential. At a minimum, retail and restaurant space should have a floor-to-floor dimension of 18 feet.

Therefore, it is proposed that the Zoning Ordinance be amended to provide for one direct dimensional measure to allow structures to a height of 40 feet. On a conditional basis, a height of greater than 40 feet, but no more than 50 feet, may be permitted in the blocks of the Town Center between Blue Lantern and Golden Lantern for mixed use commercial/residential buildings provided that they meet the following criteria:

- The added height does not obstruct views.
- The added height provides for significant anchor retail uses that will strengthen the retail vitality of the Town Center.
- The building massing and design quality are of significant architectural merit.
- That all on-site parking is provided below-grade.

Setbacks and Steppbacks. The existing zoning for the Town Center provides for ten foot front yard setbacks along Pacific Coast Highway and a ten foot front yard setback for lots on the north side of Del Prado and a five foot front yard setback on lots on the south side of Del Prado and all of the north/south streets that traverse the Town Center. No change is proposed to these setback requirements, however, for new development a public access easement will be required within the ten foot setback of the lots fronting on Pacific Coast Highway so that the sidewalk area can extend into the setback and the existing sidewalk within the right-of-way can be utilized for on-street parking directly adjacent to the property.

There is currently a five foot rear yard setback required adjacent to all alleys within the Town Center except for the alley south of Del Prado, where a ten foot setback is required. It is recommended that the five foot setback is adequate and should apply to all of the alleys within the Town Center area.

Currently, a stepback is required on the street side of the building above the second floor. To allow for more diversity in building design, it is proposed that this stepback be eliminated for buildings and that design guidelines be established for façade articulation to better achieve the massing and compatibility objectives.

There are no existing interior side yard requirements for the Town Center, but with the additional height considerations, it is recommended that a five foot interior side yard stepback above 20 feet be required 40 feet from the face of the building to the rear property line.

Minimum Open Space: No change is proposed to the existing Minimum Open Space requirement for residential development. However, the nature of the proposed building types is such that it may not be possible to achieve the minimums for private and common open space individually. For flexibility, it is recommended that up to 50% of dwelling units may satisfy their open space requirement by adding it to the required common open space.

- Private: 100 square feet per dwelling unit.

- Common: 100 square feet per dwelling unit.

Parking Requirements: In order to strengthen the concentration and continuity of retail within the Town Center, a number of modifications to the existing parking requirements are proposed. The current zoning establishes a minimum number of required parking stalls by use. No changes are proposed to these requirements. However, within the proposed parking district, which extends from Blue Lantern to Golden Lantern within the Town Center, the developer may pay a fee for off-site public parking in lieu of providing on-site parking for retail and restaurant uses.

On-grade parking shall be set back at least 40 feet from the property line on Pacific Coast Highway and Del Prado. If ground-level uses are not situated along the street frontage, the setback area shall be improved with landscaping and usable open space per the Design Guidelines.

On lots with alleys, access to parking shall be from the alley and street curb cuts shall not be permitted. On lots that do not have alley access, curb cuts shall be permitted, however on corner lots, the driveway must be a minimum of 50 feet from the curb return on an adjacent intersection.

Roof Decks: The placement of roof decks in the Town Center would provide additional open space opportunities for residential units and improve the aesthetics of buildings from higher elevations. The City allows for roof decks, but the regulations limit the size to 300 square feet. It is recommended that roof decks be allowed with the following limitations:

- Roof decks and their associated components shall be permitted, however shall not exceed the maximum building height. The current regulations which limit size would not apply.

Recommendation

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.

To clarify the proposed development standards discussed above, the following table was taken from the Dana Point Zoning Code and modified to provide a comparison of the proposed development standards.

DEVELOPMENT STANDARDS	EXISTING		PROPOSED 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 (up to 50-feet)
Standard Floor Area Ratio (5) - Non-residential - Mixed Use	0.5 (up to 1.5) 0.7	0.6 (up to 1.75) N/A	2.5 (up to 3.0) 2.5 (up to 3.0)
SETBACKS			
Minimum Front Yard Setback (6)	5 ft	10 ft (7)	No change. Public access easement required on PCH.
Minimum Side Yard Setback - Interior Side - Street Side (6)	0 ft 5 ft	0 ft 5 ft	Keep 0ft. Except 5ft above 20ft, 40ft from face to rear. No change.
Minimum Rear Yard 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	50% of units may combine common and public space reqmts.
Mini. Landscape Coverage (6)	10%	15%	No change.
Minimum Building Separation	10 ft	10 ft	No change.
Minimum Lockage storage	250 ft ³ /unit	N/A	No change.

Existing Footnotes Referenced in the Table above. Those footnotes which would not apply based on the proposed standards have been shown as strike-outs:

- (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.~~
- ~~(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.~~

ADDITIONAL PROPOSED DEVELOPMENT STANDARDS	
Frontage	Structure to occupy no less than 75% of frontage.
	18' floor to floor dimension at street level.
	Minimum depth of retail 40-feet from front.
	Retail to be built to the setback at front and side streets, except where occupied by an outdoor café.
	Interior floor elevation to be flush with sidewalk.
Density	No more than 20% of units to be studios At least 20% of units to be 2-bedroom or larger.
Parking	At grade parking to be setback 40-feet from the property line on PCH and Del Prado.
Roof Decks	Allow roof decks with limited conditions.

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

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.

5. PUBLIC OUTREACH UPDATED

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

6. 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.

7. 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.

8. FOLLOW-UP FROM SEPTEMBER 27TH SUBCOMMITTEE MEETING

The September 27th 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".

9. 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.

10. NEXT MEETING/ADJOURNMENT

Meeting adjourned 5:05p.m.

Next meeting – October 24, 2005 at 6pm.

TOWN CENTER SUBCOMMITTEE RECOMMENDATIONS

(as of 10/11/05)

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

PCH/DEL PRADO STREET IMPROVEMENTS AND PHASING PLAN (8/9/05 Meeting)

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.

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 and 9/27/05 Meetings)

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

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 and 9/27/05 Meetings)

1. Allow a maximum height 50 feet (maximum 4 stories) for only mixed use, retail/residential projects that comply with the following specific criteria:
 - The added height does not obstruct views;

- Review process will include project to be staked in compliance with the City's staking policies;
- The added height provides for significant anchor retail uses that will strengthen the retail vitality of the Town Center;
- The building massing and architectural and site design quality are of significant merit.

DEVELOPMENT STANDARDS (9/15/05 Meeting)

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.

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.)*

**CITY OF DANA POINT TOWN CENTER SUBCOMMITTEE
PROPOSED MEETING AND TASK SCHEDULE
(Updated October 19, 2005)**

Tentative Meeting Date	Task	Issues to Address
Wed., June 29 @ 4pm <i>(completed)</i>	Subcommittee Orientation	<ul style="list-style-type: none"> • Identify Marketing Council Task Force
Thursday, July 19 th @ 2pm <i>(completed)</i>	Land Use and Market Demand	<ul style="list-style-type: none"> • Mixed Use Development • Permitted, conditionally permitted, and prohibited uses • PCH vs. Del Prado uses • Special Events
	Housing Density and/or Affordability	<ul style="list-style-type: none"> • Consider removing residential density standards (du/acre) • Mixed-use density bonus • Potential for affordable housing
	Public Art	<ul style="list-style-type: none"> • Art-in-Public-Places Program for Town Center
Tuesday, August 9 @ 1pm <i>(completed)</i>	PCH/Del Prado Street Improvements and Phasing Plan	<ul style="list-style-type: none"> • Two-Way circulation plan on PCH and Del Prado • Phase 1 improvements • On-street parking opportunities • Modification of Blue Lantern intersection to minimize cut-through traffic • Ingress/egress patterns and use of alleyways
	In-lieu Parking Program (location and fees)	<ul style="list-style-type: none"> • Purchasing strategy to construct public parking • Surface and structure parking costs • In-lieu parking fees
Tuesday, August 23 @ 1pm <i>(completed)</i>	Design Guidelines	<ul style="list-style-type: none"> • Design standards for parking lots and structures • Building Guidelines • Review process
	Historic Preservation	<ul style="list-style-type: none"> • Mandatory designation • Identification of other historic structures
Thursday, September 15 @ 6pm <i>(completed)</i>	Building Height (presentation of height renderings and Economic Feasibility Study)	<ul style="list-style-type: none"> • Building heights • Number of stories • Ground level retail heights • City review process of building height
	Development Standards	<ul style="list-style-type: none"> • Floor Area Ratio • Eliminate lot coverage • Eliminate drive-ways and curb cuts

**CITY OF DANA POINT TOWN CENTER SUBCOMMITTEE
PROPOSED MEETING AND TASK SCHEDULE
(Updated October 19, 2005)**

Tentative Meeting Date	Task	Issues to Address
Tuesday, September 27 @ 6pm	Building Height (presentation of height renderings and Economic Feasibility Study)	<ul style="list-style-type: none"> • Building heights • Number of stories • City review process of building height
	Development Standards	<ul style="list-style-type: none"> • Ground level retail heights • Floor Area Ratio • Eliminate lot coverage • Eliminate drive-ways and curb cuts
Tuesday, October 11 @ 2pm	Introduce Sign Code & Guidelines	<ul style="list-style-type: none"> • Existing Regulations
	Policies	<ul style="list-style-type: none"> • Existing and proposed • Create policies to address implementation issues (i.e., seating, lighting, landscaping, restrooms)
Monday, October 24 @ 6pm	Building Height (continuation)	<ul style="list-style-type: none"> • Building heights • Number of stories • City review process of building height
	Development Standards (continuation)	<ul style="list-style-type: none"> • Ground level retail heights • Floor Area Ratio • Eliminate lot coverage • Eliminate drive-ways and curb cuts
November (date TBD)	Evaluate Circulation Alternatives	<ul style="list-style-type: none"> • Comparison of 2-way and 1-way alternatives
November (date TBD)	Development Incentives & Business Retention (historical, existing, future)	<ul style="list-style-type: none"> •
	Town Center and Street Names	<ul style="list-style-type: none"> • Two members requested that this issue be placed on the agenda
	Land Use Matrix (continuation)	<ul style="list-style-type: none"> •
December (date TBD)	Art in Public Places (continuation)	<ul style="list-style-type: none"> • Consider recommendations
	Sign Code & Guidelines	<ul style="list-style-type: none"> • Encourage business comments
	Policies	<ul style="list-style-type: none"> • Second Review
December (date TBD)	Wrap-up	<ul style="list-style-type: none"> • Review Recommendations

**FOCUSED MEETING GROUP
PROPOSED MEETING AND TASK SCHEDULE
(Updated October 19, 2005)**

Tentative Meeting Date	Task	Issues to Address
Friday, September 16 @ 8am	Focused Group Meeting Businesses & Property Owners	<ul style="list-style-type: none"> • General Overview of Plan Status
Tuesday, September 27 th @ 8am	Circulation Plan (Synchro Presentation) Parking Program	<ul style="list-style-type: none"> • Present recommended 2-way configuration • Provide overview of parking program
November (date TBD)	Alternative Circulation Plan	<ul style="list-style-type: none"> • Provide comparison traffic analysis of 1-way and 2-way alternatives.

IMPLEMENTATION TOPICS
(Updated October 19, 2005)

The Town Center Plan will detail a strategy for obtaining the goals of the downtown. It is not a project-level document, but it includes policies and strategies for specific issues. Therefore certain project-level topics will be addressed after the Plan is adopted. The following lists such implementation items, to date. It is envisioned that the Subcommittee will continue to participate during the implementation phase to assist in addressing these issues.

TOPIC	ISSUES TO ADDRESS
Implementation Topics	
Parking Program	<ul style="list-style-type: none"> • Conduct a parking analysis to evaluate the level of compliance with the current parking requirements. This analysis will be required by the California Coastal Commission if a significant number of public parking spaces are removed. • Create and approve a parking in-lieu fee program. • Establish one, and preferably two, parking facilities prior to beginning construction.
Streetscape Design & Improvement Plan	<ul style="list-style-type: none"> • Continue to meet with business community to evaluate specific site characteristics to develop a construction mitigation plan during the installation for new streets and other public improvements. • Select street furniture, lighting, landscaping, etc.
Update Historic Inventory	<ul style="list-style-type: none"> • Retain historic consultant to update inventory. • Notify business owners of potential involvement
Other Potential Implementation Topics – the following items have not been acted on by the Subcommittee. If modifications are recommended, they will occur as an implementation topic of the Town Center Plan.	
Sign Code & Guidelines	<ul style="list-style-type: none"> •
Update Art in Public Places Program	<ul style="list-style-type: none"> •

TOWN CENTER PLAN ADOPTION SCHEDULE
(Updated October 19, 2005)

Date	Body	Action
December 2005	Staff	Completion of Subcommittee Review
January 2006	--	Prepare Mitigated Negative Declaration and Town Center Plan, including enabling ordinances
February 1, 2006	--	Release Mitigated Negative Declaration for 30-day Public Review
February 15, 2005	PC	Public Hearing (dedicated PC meeting) <ul style="list-style-type: none"> • Introduce Draft Town Center Plan & Mitigated Negative Declaration
March 15, 2006	PC	Public Hearing (dedicated PC meeting) <ul style="list-style-type: none"> • PC approval of Draft Plan and Mitigated Negative Declaration
April 12, 2006	CC	City Council Public Hearing & Approval of Plan and Mitigated Negative Declaration
April 26, 2006	CC	Second Reading
May 2006	Staff	Transmit Approved Town Center Plan to Coastal Commission for certification