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

April 27, 2006
5:00 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. CIRCULATION PATTERN (ONE-WAY VS. TWO-WAY) *Attachment A*
6. FOLLOW-UP FROM APRIL 10th SUBCOMMITTEE MEETING
 a. *April 10, 2006 Meeting Minutes* *Attachment B*
 b. *Subcommittee Recommendations To Date* *Attachment C*
7. ROUNDTABLE DISCUSSION
8. 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, April 24, 2006, 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.

Circulation Pattern (One-Way vs. Two-Way)

The original traffic plan recommended modifying the circulation system to a two-way pattern. This alternative was presented at multiple workshops and supported by the Town Center Subcommittee with specific conditions. After further consideration of the traffic plan for the Town Center, a second alternative has been evaluated which maintains the one-way configuration and reduces the number of lanes to two in each direction. At its November 10, 2006 meeting, the Subcommittee recommended the one-way circulation system with 7 voting yes, 5 voting no, and 2 abstaining. Because of the narrow voting margin, the Subcommittee has requested this item be reviewed once again before forwarding their recommendations onto the Planning Commission and City Council.

Traffic Alternatives

A brief description of each alternative is provided below:

Two-Way Circulation – PCH – two lanes each direction; landscaped median, parking cut-outs; public parking facility; signalized intersections. Del Prado – one lane each direction; stop signs.

One-Circulation – PCH & Del Prado – Maintain one-way; reduce each roadway to two lanes; signalized intersections.

Summary

Based on the traffic assessment, both alternatives are acceptable from a circulation perspective. Therefore, to develop a preferred alternative, other issue areas have been evaluated. There are pros and cons of each alternative which are summarized in the attached matrix. The selection of either alternative, however, should consider the inclusion of certain amenities to address the issues related to each alternative. For instance, because a one-way circulation system is less ideal for a pedestrian environment, certain streetscape improvements are required to prioritize the pedestrian.

A detailed discussion of the traffic analysis and alternatives will be provided at the meeting.

Recommendation Summary

Parking Recommendations

Parking remains a critical factor for both the one-way and two-way alternatives. The following parking recommendations, as approved at the January 24, 2006 Subcommittee meeting, would apply to either circulation option.

1. The City shall immediately take steps for a purchase option or long-term lease to acquire properties for additional public parking in Town Center. Additional public parking shall be established when a need is demonstrated in the Parking Management Plan.
2. The City shall develop a Parking Management Program/Plan to evaluate public parking prior to roadway construction to establish a baseline parking condition (using a supply/demand analysis).
3. Participation in the in-lieu parking program will be encouraged. The City shall work with developers to develop a parking analysis to ensure adequate parking is provided at the time of development.

Two circulation alternatives and conditions are presented for consideration.

One-Way Circulation

Maintain one-way circulation pattern with the following improvements:

- a. Reduce to two lanes on PCH and Del Prado
- b. Include pedestrian amenities and traffic calming measures, such as intersection bulb-outs and textured paving, narrowed roadway, and signal priorities for pedestrians.
- c. Include roadway beautification measures at a pedestrian scale, such as landscaping, seating and lighting (preference for lantern design).
- d. Establish specific entry features at the north and south end of the couplet.
- e. 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.
- f. Establish specific entry features at the north and south end of the couplet.
- g. Establish appropriate parking time limits for public parking in the Town Center as an action of the Implementation Plan.

Two-Way Circulation

Create a Two-way circulation pattern, 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.

Comparison of Traffic Alternatives

ISSUE	TWO-WAY CIRCULATION <i>PCH – Two lanes each direction; landscaped median, parking cut-outs; public parking facility; signalized intersections. Del Prado – One lane each direction; stop signs.</i>	ONE-WAY CIRCULATION <i>PCH & Del Prado – Maintain one-way; reduce each roadway to two lanes; signalized intersections.</i>	PREFERRED ALTERNATIVE
Environment	Ability to significantly alter environment on Del Prado to create small town atmosphere with narrow roadway, slower traffic and stop signs. Del Prado to become a destination and not a roadway to carry traffic. PCH to return to be arterial highway to carry through traffic. Landscaped median to beautify.	PCH and Del Prado become equal. Pedestrian features, such as intersection bulb-outs and wide sidewalks, will be created. Wider sidewalks on PCH.	Two-Way
Parking	Need to create parking cut-outs and public parking facility to off-set loss of on-street parking on PCH. Increases cost significantly and feasibility of parking cut-outs may be limited.	On-street parking maintained which will provide a buffer between pedestrian traffic. On-street parking slows traffic. Parking more convenient.	One-Way
Cost	Significant up front costs related to parking cut-outs, establishing a public parking facility and landscaped median. Other significant costs related to the need to rebuild Del Prado.	Costs associated with rebuilding both roadways. Costs related to parking cut-outs, public parking facility and landscaped median eliminated.	Approximately Equal (detailed cost estimates needed)
Traffic Speeds	Del Prado speeds significantly reduced. PCH speeds slower than today, but faster than Del Prado.	Roadway traffic speeds will be similar. Faster than two-way alternative on Del Prado.	Two-Way
Land Use Distribution	Focus on making Del Prado as a pedestrian-scaled destination area and PCH a roadway to carry traffic would allow for a distinction of land uses on each street. Land uses on Del Prado would focus on specialty retail uses which would encourage patrons to spend time in the area. PCH would include residential serving uses and offices.	Development focus on both streets. No distinction of land uses between Del Prado and PCH.	Equal
Business Visibility from Vehicles	Slowing of traffic on Del Prado allows the motorist to view businesses more easily. Pass through traffic utilizing PCH places more vehicles on the roadway which theoretically indicates that more vehicles are viewing businesses on PCH.	Roadways share through traffic and visibility. Equal distribution of vehicles. However, increased speeds on Del Prado would decrease ability of motorists to view businesses.	Equal
Gateways	Alteration of gateway intersections needed to create two-way. Potential issue of creating intersection at Copper Lantern.	Gateway intersections already lend themselves to one-way circulation. Little alteration required.	One-Way
Access	Eliminates need to circle the Town Center to locate a business. Creates better exposure and visibility to businesses.	Difficulty in locating businesses.	Two-Way
Special Events	Separate roadways easily enable Del Prado to be closed for special events, such as a parade or street festival.	Street closures require significant traffic control measures to distribute traffic to surrounding streets.	Two-Way
Circulation	PCH median increases U-turns. Less conflict with pedestrian and vehicles. Less confusing, more direct routes. Better for transit operators.	Better access to driveways and on-street parking on both sides of street. Better signal coordination.	Equal

**CITY OF DANA POINT
TOWN CENTER SUBCOMMITTEE
APRIL 10, 2006 MEETING MINUTES**

The Subcommittee reconvened the meeting at approximately 2:05pm.

1. PLEDGE OF ALLEGIANCE

2. SUBCOMMITTEE ROLL CALL

Beverly Sells was absent.

3. PUBLIC COMMENTS

- a. Liz Fitzgerald – Suggested prohibiting bars and restaurants below residential uses in the Town Center to avoid potential conflicts.
- b. Ross Teasley – Discussed his support for 2-way traffic circulation.

4. PUBLIC OUTREACH UPDATED

Kathy Barnum stated that the Town Center Newsletter would be mailed first-class to all Dana Point residents prior to the April 27th Subcommittee meeting. Brenda Chase stated that the Council, at their 4/12 meeting were scheduled to approve an extension of Kathy Barnum's contract.

5. ART IN PUBLIC PLACES PROGRAM

Karin Schnell provided an overview of the recommendations developed by the 13 member Task Force and presented photos of art pieces in Anaheim. Public comment was provided by Nancy Jenkins, a member of the Task Force, who indicated the need for the recommendations to be applied citywide.

Following discussion the recommendations were approved unanimously (Motion made by Jim Howard and seconded by Steven Weinberg). Staff will develop and present an ordinance amendment which reflects the recommendations to the Planning Commission and City Council.

6. LINKAGES WITH THE HARBOR

John Tilton presented the existing policies which the Subcommittee has recommended which address the need to create linkages with the Harbor. Following discussion of a variety of options, including a gondola, escalator, and funicular, as well as additional signage and improving the entry to Heritage Park, the following circulation policy was recommended:

Policy 3.7: Investigate options for linking businesses and events in the Town Center and the Harbor, such as gondolas, escalators and funiculars.

Modifications to existing policies were also made (modifications shown):

Policy 6.1: Create a public signage and banner 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, harbor, scenic attractions, coastal access points, bike and pedestrian paths, cultural/historic structures)

Policy 6.2: Encourage pedestrian signage oriented to the pedestrian, such as projecting signs.

7. TOWN CENTER POLICIES (LANDSCAPE POLICIES)

John Tilton reviewed the current landscape policies and those recommended. The Subcommittee recommended several new landscape policies. Those recommended by the Subcommittee include (Motion made by Terry Walsh and seconded by Lara Anderson):

Landscape Policies

Policy 9.1: Benches, kiosks or art features should be incorporated into the landscaping as amenities to pedestrians.

Policy 9.2: Nighttime illumination of landscaping, paths, trees or art features shall be designed to contribute to the safety and beauty of the downtown, but should not overflow onto residential areas.

Policy 9.3: Landscaping must be selected and maintained at a scale that is consistent with the building site and overall pedestrian scale of the downtown.

Policy 9.4: Landscaping shall be designed to not conflict with pedestrian circulation (include diagram depicting optimal sidewalk dimensions).

Policy 9.5: Best Management Practices (BMPs) for landscaping, in addition to those required by the City's Local Implementation Plan, shall be considered.

Policy 9.6: Landscaping should compliment and not interfere with visibility of businesses and signage.

Policy 9.7: Temporary planters and pots placed by business owners in the public right of way shall be limited to items identified in an encroachment permit issued to the business owner by the Public Works Department.

Policy 9.8: Street trees shall be limited to the maximum allowed building height (40-feet).

Policy 9.9: Street landscaping shall be selected which are appropriate for sidewalk environments to limit the potential of root systems which may buckle sidewalks.

Public comment was provided by Barbara Johannes who requested that the existing policy related to lanterns be modified as follows:

Policy 7.1: Seek to protect and revitalize historic structures, as well as other elements, in the Town Center, such as the original lanterns and historic concrete curb & sidewalk stamps.

8. NAMING TOWN CENTER & STREETS

Because of the uncertainty related to the street circulation this item was deferred (motion by Lara Anderson and seconded by Wayne Rayfield). Name suggestions may be forwarded to Brenda Chase who will compile them for the City's Economic Development Manager.

9. FOLLOW-UP FROM MARCH 20TH SUBCOMMITTEE MEETING

The 3/20/06 minutes were approved. However, in regards to Land Uses, it was suggested that hotel uses not be permitted adjacent to residential uses (south of Del Prado and north of PCH). Consideration of this modification will be forwarded to the Subcommittee at the wrap up meeting, to be scheduled in May. JoAnn Christman provided comment indicating concerns with proposed building height and traffic.

10. ROUNDTABLE DISCUSSION

Kirsten Reynolds reviewed issues which she requested to be addressed in the policies, including franchise architecture/formula-based businesses and development of guidelines for historic preservation. Other issues she raised included research she has conducted related to parking cash card programs and cross diagonal cross walks. Ronna Kincaid stated that a policy should be included requiring underground of utilities for new development. Policies will be developed to address these issues and presented to the Subcommittee at the wrap-up meeting. Karin Schnell asked for a summary of the survey.

11. NEXT MEETING/ADJOURNMENT

Meeting adjourned 5:05p.m. Next meeting April 27, 2006 at 5pm.

TOWN CENTER SUBCOMMITTEE RECOMMENDATIONS

(as of 4/10/06)

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

PUBLIC PARKING (1/24/06 Meeting)

4. The City shall immediately take steps for a purchase option or long-term lease to acquire properties for additional public parking in Town Center. Additional public parking shall be established when a need is demonstrated in the Parking Management Plan.
5. The City shall develop a Parking Management Program/Plan to evaluate public parking prior to roadway construction to establish a baseline parking condition (using a supply/demand analysis).
6. Participation in the in-lieu parking program will be encouraged. The City shall work with developers to develop a parking analysis to ensure adequate parking is provided at the time of development.

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 and curbs 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/decks,
 - b. clarify encroachment for outdoor seating,
 - c. ensure guidelines are flexible,
 - d. architecture should be regionally significant, and
 - e. evening character and lighting.
 - f. encourage lantern design for private lighting.
 - g. Awning/covered entries.
 - h. Franchise architecture (added 4/10/06)

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, 9/27/05 and 10/24/05 Meetings)

1. Increase the overall Town Center building height standard for 3 stories to 40-feet (additional 5-feet). Conditional Use Permit for any encroachment above height limit.

DEVELOPMENT STANDARDS (9/15/05, 10/24/05 and 12/7/06 Meetings)

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 (see matrices reviewed finalized at 3/22/06 meeting).

SIGN CODE & GUIDELINES (10/11/05 and 1/9/06 Meetings)

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.

STREETSCAPE (10/11/05 Meeting)

Streetscape improvements such as lighting, seating, trash receptacles, restrooms, landscaping have been addressed through Town Center Plan policies. Detailed selection of lighting, seating, etc., will occur during streetscape design and will not be addressed in the development of the Plan.

BUSINESS RETENTION (10/11/05 Meeting)

The issue of business retention has been included as a policy of the Plan and through the Economic Development Plan.

ACTIONS TO LIMIT IMPACTS ON SURROUNDING RESIDENTIAL AREAS (1/9/06 Meeting)

1. Implement a circulation plan which would maintain an acceptable level of service.
2. 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.
3. Stop signs shall be placed at intersections of alleyways and streets.
4. Encourage access from side streets for development located on corner lots.
5. Require new development to improve adjacent alleyways, as appropriate.

6. Develop a parking management program to evaluate parking supply and demand throughout the Town Center.
7. Require new development to comply with current parking regulations defined in the Dana Point Zoning Code.
8. Participation in the in-lieu parking program will be encouraged depending on the availability of adequate public parking. The City shall work with developers to develop a parking analysis to ensure to ensure adequate parking is provided at the time of development.
9. Establish public parking facilities.
10. Activities in the Town Center shall comply with the City Noise Ordinance standards.
11. Limit deliveries to hours consistent with the day time noise standards which are between 7am and 10pm.
12. Increased Code Enforcement and police presence during periods of increased activity, to enforce the City's Noise Ordinance.
13. Require a Conditional Use Permit for outdoor commercial activities (i.e., cafes) which abut residential uses outside the Town Center.
14. Post signs to discourage delivery trucks from idling in alleyways.
15. New development to enclose trash bins and provide improvements to beautify alleys and buffer activities, such as landscaping and walls.
16. Review business lighting in alleyway to ensure not reflected onto adjacent residences.
17. Upper levels to be stepped back from the lower levels.

LAND USE (7/19/05, 8/9/05 and 3/2/06 Meetings)

1. Generate a land use matrix which would identify uses which would be permitted, conditionally permitted and prohibited in the Town Center.

ART IN PUBLIC PLACES (7/19/05, 1/9/06 and 4/10/06 Meetings)

1. Increase the minimum value requirement for the public art component of a development project from one-half (0.50) percent of the total construction costs of the subject project to one (1.00) percent. Subsection (c)(5).
2. Decrease the current threshold of projects with total construction costs of less than one million dollars (\$1,000,000.00) to seven hundred and fifty thousand (\$750,000). Subsection (d)(3).
3. Form a Public Arts Advisory Committee (PAAC) of 7 members to be responsible for: 1) Review and update policies, guidelines and procedures of AIPP Program; 2) Provide technical and aesthetic recommendations for all public art projects for City Council; 3) Serve as the selection panel for all City initiated public art projects; 4) Serve as an advocate for the arts and as a partner in the community's artistic and cultural development.

LANDSCAPE POLICIES (4/10/06 Meeting)

1. Landscape-related policies developed.

ISSUES TO BE FINALIZED – the following issues have been addressed, but the Subcommittee has not approved final recommendations.

PCH/DEL PRADO STREET IMPROVEMENTS AND PHASING PLAN

(8/9/05, 11/10/05 and 4/27/06 Meetings)

1. Maintain one-way circulation pattern with the following improvements:
 - a. Reduce to two lanes on PCH and Del Prado

- b. Include pedestrian amenities and traffic calming measures, such as intersection bulb-outs and textured paving, narrowed roadway, and signal priorities for pedestrians.
- c. Include roadway beautification measures at a pedestrian scale, such as landscaping, seating and lighting (preference for lantern design).
- d. Establish specific entry features at the north and south end of the couplet.
- e. 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.
- f. Establish specific entry features at the north and south end of the couplet.
- g. Establish appropriate parking time limits for public parking in the Town Center as an action of the Implementation Plan.

TOWN CENTER POLICIES (10/11/05 Meeting) – Continue to review and update draft policies. Staff will prepare policies to address the following issues and present them at the wrap up meeting for the Subcommittee’s consideration:

1. Franchise Architecture.
2. Guidelines for historical renovation.

NAME FOR TOWN CENTER AND STREETS (4/10/06 Meeting)

1. This item has been deferred.

ISSUES TO BE ADDRESSED