

THE FUTURE OF THE VILLAGE

GUIDING PRINCIPLES AND NEXT STEPS

In collaboration with
DOHENY VILLAGE MERCHANTS' ASSOCIATION





- BASELINE FOR GUIDING PRINCIPLES:**
1. PLANNING PROCESS MUST BE DRIVEN BY THE COMMUNITY
 2. INVEST IN BEAUTIFICATION *CITY + COMMUNITY WILL FORM CITY*
 3. CONSIDER OPTIONS FOR TRAFFIC CALMING *CITY*
(NOT NECESSARILY TRAFFIC CIRCLES)
 4. EXPLORE EXPANSION OF PARKING OPPORTUNITIES
 5. ADOPT ZONING THAT ALIGNS AND RESPECTS EXISTING USES
 6. PRESERVE THE CHARACTER OF CAPO BEACH
 7. KEEP JOBS + SERVICES FOR COMMUNITY
 8. ENHANCE VITALITY IN THE ~~BEACH~~ VILLAGE
 9. ~~INCENTIVIZE~~ INCENTIVIZE TO INVEST IN REDEVELOPMENT
 - 10.

DVMA MEETINGS WITH CITY STAFF:

- October 12, 2017
- November 2, 2017
- December 7, 2017
- January 18, 2018
- February 22, 2018



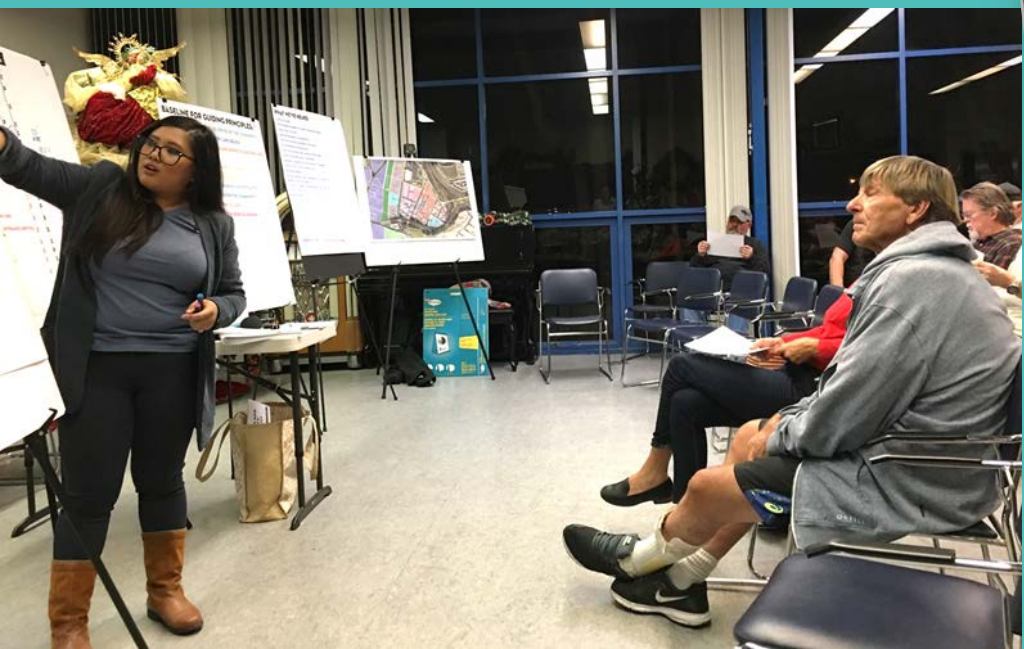
REWRITE LANGUAGE OF ZONING CODE

RESTRICTIONS

2 roundtrips since 1930

WE WANT THIS

| WEST OF DOHENY PARK ROAD | | |
|---------------------------------------|-----------|----------|
| | CC/V ZONE | I/B ZONE |
| ADMINISTRATIVE OFFICE USES | P | P |
| BUILDING MATERIALS SALES AND SERVICES | P | P |
| CONSTRUCTION AND MAINTENANCE SERVICES | P | P |
| MARINE USES | | |
| MAJOR AUTOMOTIVE USES | P | <i>P</i> |
| Auto body repair shops | | |
| Auto glass shops | | |
| Automotive painting shops | | |
| Customizing shops | | |
| Engine rebuilding | | |
| MINOR AUTOMOTIVE USES | | |
| Car washes | | |
| Detail shops | C | P |
| Upholstery shops | | |
| Service stations | | |
| Tune-up services | | |
| Oil and lubrication services | | |
| MEDIUM INDUSTRIAL USES | | |
| Welding | | |
| Metal fabrication | X | P |
| Cabinet makers | | |
| Manufacturing, including surfboards | | |
| Wood products | | |
| Automotive parts manufacturing | | |
| STORAGE YARD USES | | |
| Automobile/RV storage | | |
| Contractor storage yards | X | C |
| Equipment sales and rentals | | |
| Equipment storage | | |
| Impound yards | | |
| Machinery storage yards | | |
| Plumbing supply yards | | |
| Truck storage | | |



THE FUTURE OF THE VILLAGE

Do you own property, operate a business, and/or live in Doheny Village?
Join the City of Dana Point in collaboration with Doheny Village Merchants' Association
THURSDAY, DECEMBER 7TH @ 6:30PM
DANA POINT COMMUNITY CENTER - 34052 DEL OBISPO STREET

Topics to be covered at the December Workshop:

- Recap discussion and consensus on key topics
- Focused conversation on properties east of Doheny Park Road
- Share your opinions and suggestions for revitalization
- Learn more about zoning: opportunities and challenges
- Hear community feedback
- Discuss next steps

Meetings were hosted in September and October, 2017, with presentations on zoning and discussions on properties west of Doheny Park Road. In January a 4th workshop will be hosted (date TBD) to brainstorm potential improvements and evaluate uses for sites fronting Doheny Park Road.

For more information or questions please contact:
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WHAT WE'VE HEARD:

- LEAVE US ALONE
- WHO NAMED US DOHENY VILLAGE? WE ARE CAPO BEACH
- ASK US WHAT WE WANT
- CODE ENFORCEMENT IS TARGETING US
- SLOW DOWN TRAFFIC ON DOHENY PARK ROAD
- NO CONSENSUS ON ROUNDABOUTS
- START WITH EXISTING USES AND BUILD FROM THERE
- CHART OF EXISTING USES VS. PROPOSED
- ESTABLISH A COMMITTEE WITH COMMUNITY MEMBERS
- WHAT DO "YOU" HAVE PLANNED FOR US
- ADD MORE PARKING
- WE HAVE THRIVING, SMALL BUSINESSES THAT SERVE LOCAL RESIDENTS AND THE HARBOR
- WE WANT TO IMPROVE OUR PROPERTIES, BUT THE CITY MAKES IT DIFFICULT
- HOMELESSNESS**
 - FIX THE ZONING, REDUCE EXISTING NONCONFORMING
 - COOPERATION WITH CITY "WORK WITH US"
 - INSTILL PRIDE OF OWNERSHIP
 - IMPROVE BEACH ACCESS
 - INCREASE SAFETY MEASURES (LIGHTING, POLICE)
 - ALREADY WALKABLE AREA, BUILD UPON THAT
 - NEGATIVE PERCEPTION OF OUR AREA
 - DEFINE "VITALITY"
- COMMUNICATE PROCESS AND FEES FOR DEVELOPMENT
- REFER TO COUNTY SPECIFIC PLAN AS A BASELINE
- OPPORTUNITY FOR REDEVELOPMENT ON LARGER SITES
- ENCOURAGE AFFORDABLE HOUSING AND ADU'S
- ALLOW ACCESSORY UNITS AS AN INCENTIVE
- BROADEN ALLOWED USES IN MIXED USE ZONE
- BALANCE PROPOSED RESIDENTIAL DENSITY WITH PARKING AND TRAFFIC IMPACTS
- LOOK AT DEVELOPMENT STANDARDS SPECIFIC FOR 25' WIDE LOTS

Handwritten notes:
 CP: IMPROVE CONNECTIVITY TO THE VILLAGE TO THE BEACH - ACROSS THE RIVER - ACCESS FROM TIMESTAGES
 OFFER INCENTIVES FOR NEW DEV. DRIVEN BY COMMUNITY!

DOHENY PARK ROAD:

- FIX ROAD IMPROVEMENTS
- ALLOW NEW USES?
 - DO WE WANT MORE PEOPLE? RESTAURANT COMMUNITY? TRAVELERS?
 - BIG 5 ATTRACTS HOMELESS - needs to be rentalized, keep village the
 - DIFFERENT CROSSING CITY LINE - THIRST STORE IS AN ISSUE
- RESIDENTIAL USES ON UPPER FLOORS? - TWO DIFFERENT ZONES
 - SUPPORT ✓ ALLOW LIVE/WORK?
 - THERE ARE TRADE OFFS
- DEVELOPMENT STANDARDS (HEIGHT, PARKING)?
 - IMPROVE (C) EXCLUDES TO STRUCTURES
- STREETScape, LANDSCAPE, AND TRAFFIC CALMING?
 - SIDEWALK, STREET LAMPS
- OTHER IDEAS?
 - MORE PEDESTRIAN ORIENTED ON BOTH SIDE
 - ONLY WORKERS
 - AWAY FROM VEHICULAR, ENCOURAGE VILLAGE SCALE
 - MASTLY SERVICE ORIENTED RIGHT NOW, NOT ATTRACTIVE
 - ADD NEW BUSINESSES, DIVERSITY
 - BEACH ACCESS
 - MASSIVE PARKING AREA NOT PLEASANT
 - ATTRACT WITH THEME



GUIDING PRINCIPLES

- **Planning process must be driven by the community**
 - Ongoing meetings/outreach
 - Continue to solicit community input through decision making process
- **Adopt zoning that aligns and respects existing uses**
 - Recognize existing, nonconforming uses
 - Update/ensure regulations allow existing uses
- **Keep jobs and services in the community**
 - Recognize and respect existing businesses in the area
- **Offer incentives for rehabilitation and new development**
 - Zoning regulations must allow existing, nonconforming properties to be updated
 - Public investment in beautification
- **Improve connectivity and access to the beach**
 - To the beach, across the creek, and PCH
- **Invest in beautification**
 - Landscaping and streetscape enhancements
 - Façade improvements on private property
- **Consider options for traffic calming**
 - Avoid congestion impacts
- **Explore parking opportunities**
 - Identify additional on-street parking sites
 - Apply parking management tools
- **Preserve character and enhance vitality**
 - Recognize The Village as an eclectic area
 - Industrial, Mixed-Use, Commercial
 - Many long-standing businesses
 - Variety of housing types (mobile homes, SFD, apartments, etc.)

SHORT-TERM

- Adopt guiding principles
- Zone Text Amendment
- Suspend EIR work

• Zone Text Amendment

- In conjunction with 2018 Zoning Ordinance “Clean-up”
- Flexibility for nonconforming properties in The Village

• Environmental Impact Report

- Based on draft form-based code
- Code revisions will require changes to project description



LONG-TERM

- Beautification Plan
- Working group with DVMA stakeholders
 - Long-Range Plan
 - Zoning Code Update

• Beautification Plan

- Focus on public improvements
- Return at future Council meeting to review draft plan and budget

• Working Group

- Review zoning code language
- Develop draft zoning code update that reflects vision and values of the “guiding principles”



RECOMMENDATION

1. Receive and file the Doheny Village Plan Update report;
2. Adopt “guiding principles” for the Doheny Village Plan Update project;
3. Direct staff to:
 - a. Continue meeting with DVMA as a working group and prepare a Draft Zoning Code Update for City Council review;
 - b. Prepare a Zone Text Amendment for inclusion in the 2018 Zoning Ordinance cleanup project to streamline existing, nonconforming property regulations and provide more flexibility for Village property owners to invest in updating and improving their properties;
 - c. Prepare a beautification plan; and
 - d. Suspend work authorized by the Council for the Doheny Village Plan Update EIR contract.

