

**CITY OF DANA POINT
PLANNING COMMISSION
AGENDA REPORT**

DATE: **SEPTEMBER 23, 2019**

TO: **DANA POINT PLANNING COMMISSION**

FROM: **COMMUNITY DEVELOPMENT DEPARTMENT**
 MATT SCHNEIDER, DIRECTOR
 KURTH B. NELSON III, PRINCIPAL PLANNER

SUBJECT: **COMMERCIAL CORE REVITALIZATION PUBLIC WORKSHOP AND**
 OPEN HOUSE FEEDBACK

BACKGROUND: At the June 24, 2019, Planning Commission meeting Dana Point Harbor Partners (DPHP) provided a presentation to the Planning Commission regarding the overall vision of the DPHP for the revitalization of the OC Dana Point Harbor for both land and waterside improvements, and changes made through the City’s substantial compliance determination preceding that meeting. During the presentation, Bryon Ward of DPHP explained that they would be holding a public workshop related to the design of various aspects of the Commercial Core revitalization efforts that include the phased replacement and/or remodeling of existing buildings within the Mariners Village, Mariners Alley and Dana Wharf areas of the Harbor.

The “Retail Design Community Workshop” was held on August 19, 2019, at the Ocean Institute. During the workshop DPHP gave a brief presentation and solicited public input through engagement at different stations focusing on the design elements of the Commercial Core related to the following:

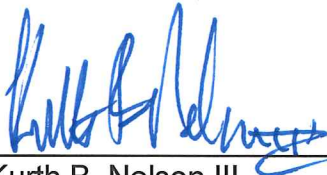
- Finish materials and color palettes
- Landscaping materials
- Tenant mix
- Patios, trellises, and awnings
- Public events/activation areas/ outdoor spaces

In addition to the workshop, DPHP also hosted two “Retail Design Open Houses” on September 3, and 4, 2019, at the Dana Point Harbor management office in the Harbor, in an effort to solicit further public input on the above-mentioned design elements.

DISCUSSION: The DPHP team have been invited to update the Planning Commission regarding the input received at the three public outreach events. The DPHP partners have reported that they have received over 1,000 unique comment cards from the outreach

**PLANNING COMMISSION AGENDA REPORT
COMMERCIAL CORE PUBLIC INPUT FEEDBACK
SEPTEMBER 23, 2019
PAGE 2**

events, and definitive themes and preferences have emerged that will be shared with the Commission during their presentation.



Kurth B. Nelson III
Principal Planner



Matt Schneider
Director of Community Development