



PHASE 2: GENERAL PLAN UPDATE & EIR

Land Use, Circulation, & Economic Development

Planning
Commission
12/09/2024



AGENDA

1. Overview of GP Update Process
2. GPAC Land Use Recommendations
3. Circulation & Mobility Progress
4. Economic Development Progress
5. Next Steps



1. Overview of GP Update Process



GENERAL PLAN TIMELINE



PHASE 1 - VISION STATEMENT

Dana Point is a unique coastal community with a small-town feel. This family-oriented, close-knit community celebrates and builds upon its heritage and connection to the ocean while striving to adapt, innovate, and continue to evolve in a sustainable way for current and future generations.

PHASE 1 - GUIDING PRINCIPLES



Land Use and Context: Ensure context-sensitive development and a balanced mix of land uses that respond over time with appropriate intensities and scale.



Mobility and Connectivity: Promote a safe, efficient, and coordinated multimodal network that improves community connectivity to meet the needs of all users.



Economic Vitality: Foster a resilient local business economy that adapts to market trends and caters to the needs of both locals and visitors.



Innovation: Embrace advanced technology solutions that support sustainability, economic development, public service efficiency, and community goals.



Tourism: Leverage tourism in a way that supports the local economy, values connections with the community, and respects Data Point's natural assets.

PHASE 1 - KEY TOPICS IDENTIFIED

Land Use and Economic Development

- Ensure new development is sustainable and feasible
- Explore revitalization of vacant and underutilized properties
- Balance tourism with needs of residents and businesses

Circulation and Mobility

- Improve connectivity between key destinations
- Close gaps in pedestrian and bicycle network
- Evaluate trolley service expansion
- Improve safety for all road users

PHASE 2 GP ADVISORY COMMITTEE

Jamey Federico <i>City Council, Mayor</i>	Jim Cobb <i>District 1, resident</i>	Theresa Morrison <i>At-large community member</i>
Matt Pagano (<i>alternate</i>) <i>City Council, Mayor Pro Tem</i>	Larry White <i>District 2, resident</i>	Steven Carpenter <i>At-large community member</i>
Eric Nelson <i>Planning Commission</i>	Zach Mikelson <i>District 3, resident</i>	Catrina Crawford <i>At-large community member</i>
Jennifer Rosales <i>Traffic Improvement Subcommittee</i>	David Buskirk <i>District 4, resident</i>	Sarah Baqai <i>Youth Board</i>
John Hatch (<i>alternate</i>) <i>Traffic Improvement Subcommittee</i>	Diana Mitchell <i>District 5, resident</i>	Naomi Hawkes (<i>alternate</i>) <i>Youth Board</i>
Jason Spates <i>Chamber of Commerce</i>	Laura Smith-Hatch <i>Arts and Culture Representative</i>	

PHASE 2 TIMELINE TO DATE



GPAC Meetings

January 23 April 30
 February 27 June 25
 March 26 October 16

Open House

Open House | June 5
 Virtual Open House | June-August

- Planning Commission Meeting
- City Council Meeting
- ◇ GPAC Meeting
- ☆ Open House



2. GPAC Land Use Recommendations



OPPORTUNITY AREAS



OPPORTUNITY AREAS EVALUATION

OVERALL: What is the appropriate future use for each area given the neighborhood context, citywide vision, and long-term goals?

Existing Conditions

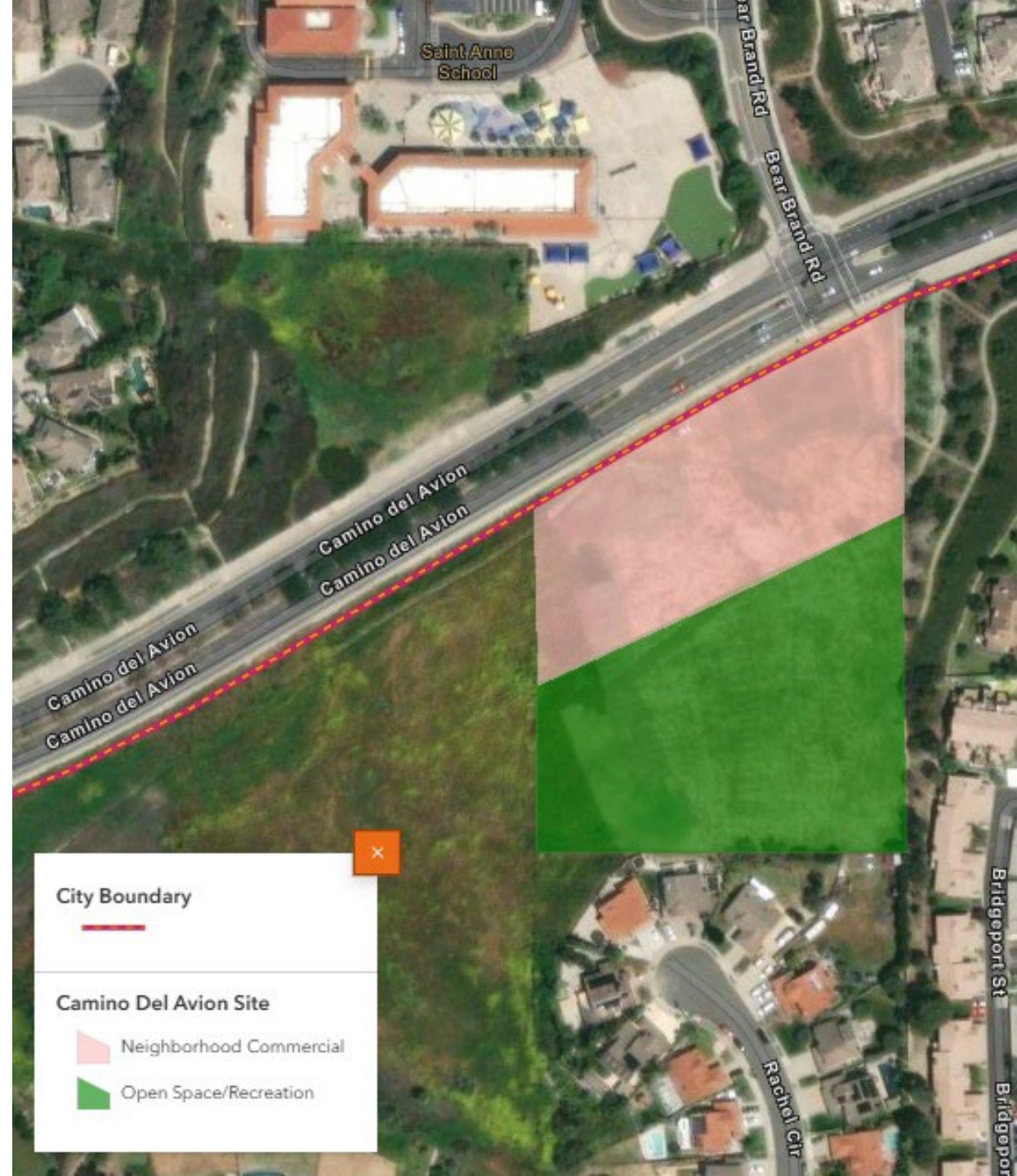
- Size of site (acres)
- Number of parcels
- Parcel ownership pattern
- Existing uses
- Surrounding uses
- Site access

Current General Plan

- Land use designation(s)
- Density/intensity standards
- Permitted uses
- Planned surrounding uses

Considerations

- 4.77 acres, owned by St. Anne School
- Existing GP: Neighborhood Commercial and Open Space/Recreation (slope)
- School uses may not be desirable (e.g., kids crossing Camino del Avion)
- Mid-block location makes commercial less feasible; flanked by existing commercial centers
- Residential would require substantial grading to yield more than 20 units (would require land use change)



Determining Factors

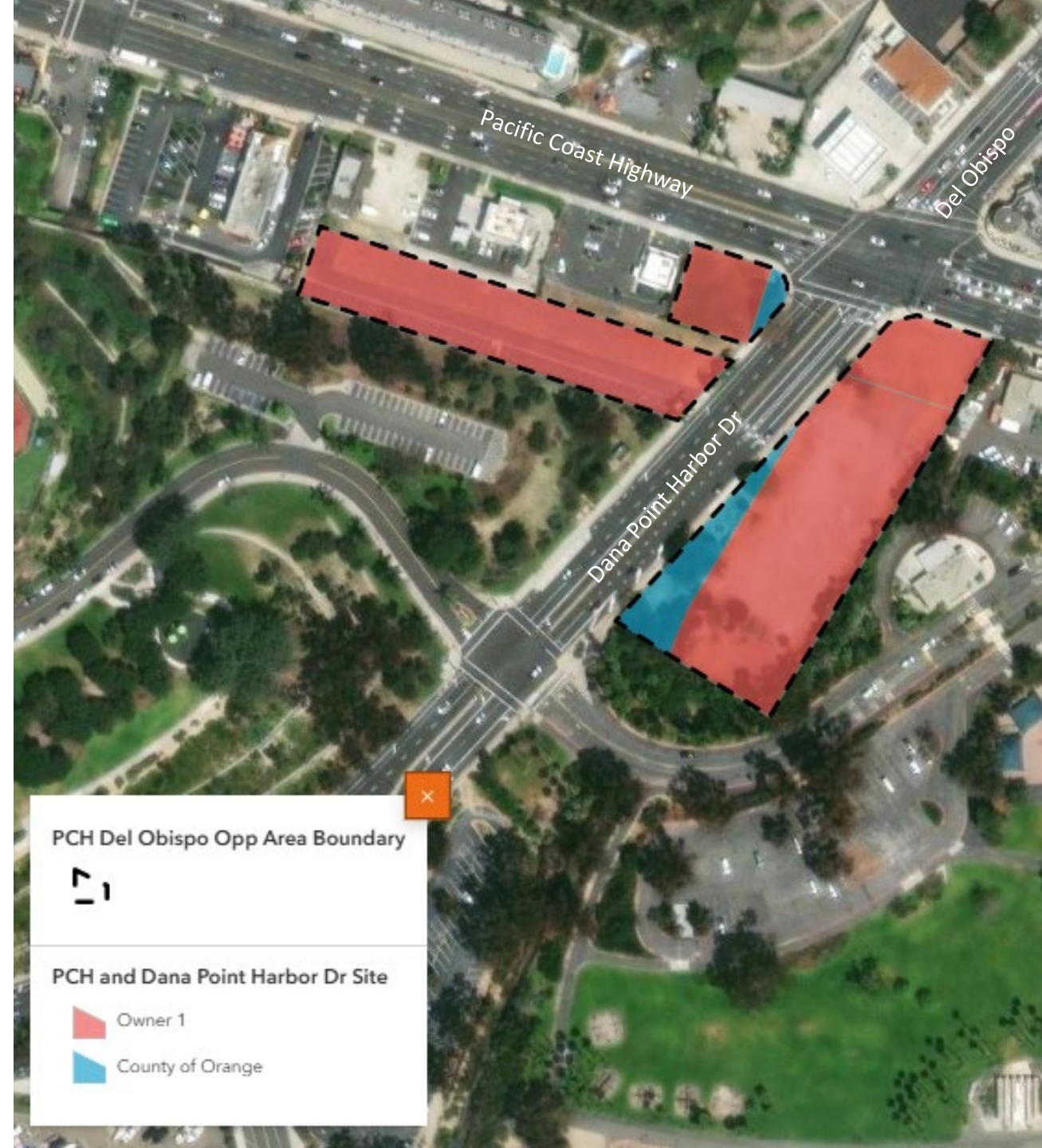
- Professional/medical office is feasible and would not require land use change
- Preserves undeveloped hillside condition abutting residential
- If rezoned residential now, would only get market rate units; if undeveloped, could serve as RHNA resource

GPAC recommends NO CHANGE



Considerations

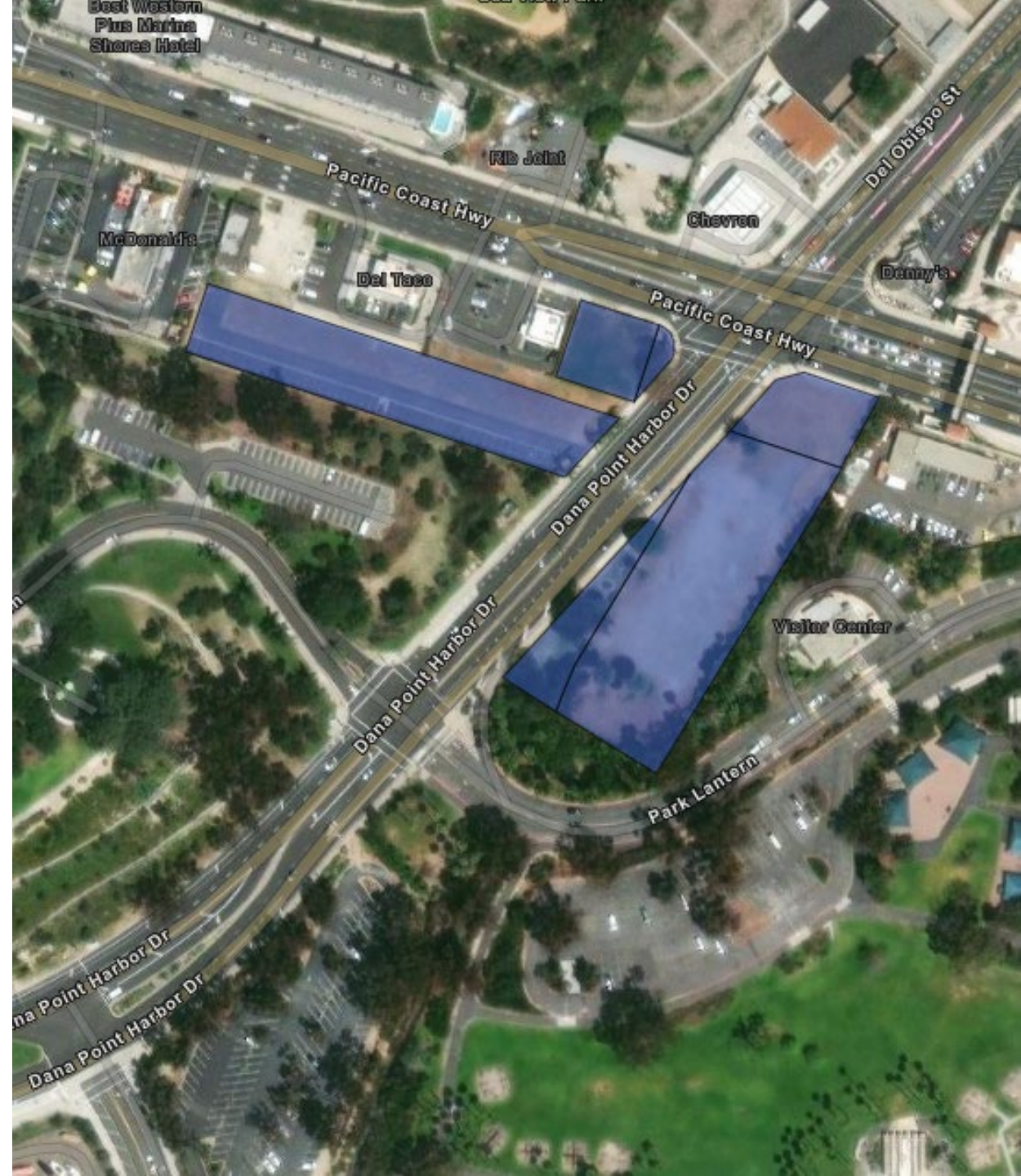
- 6 parcels; 2.9 acres; 2 owners
- Existing GP: Visitor/Recreation Commercial
- Corner location, vacant land, and proximity to tourist / resort / harbor / beach uses conducive to commercial development
- Residential could be viable as either standalone development or as part of a mixed-use development (would require land use change)



Determining Factors

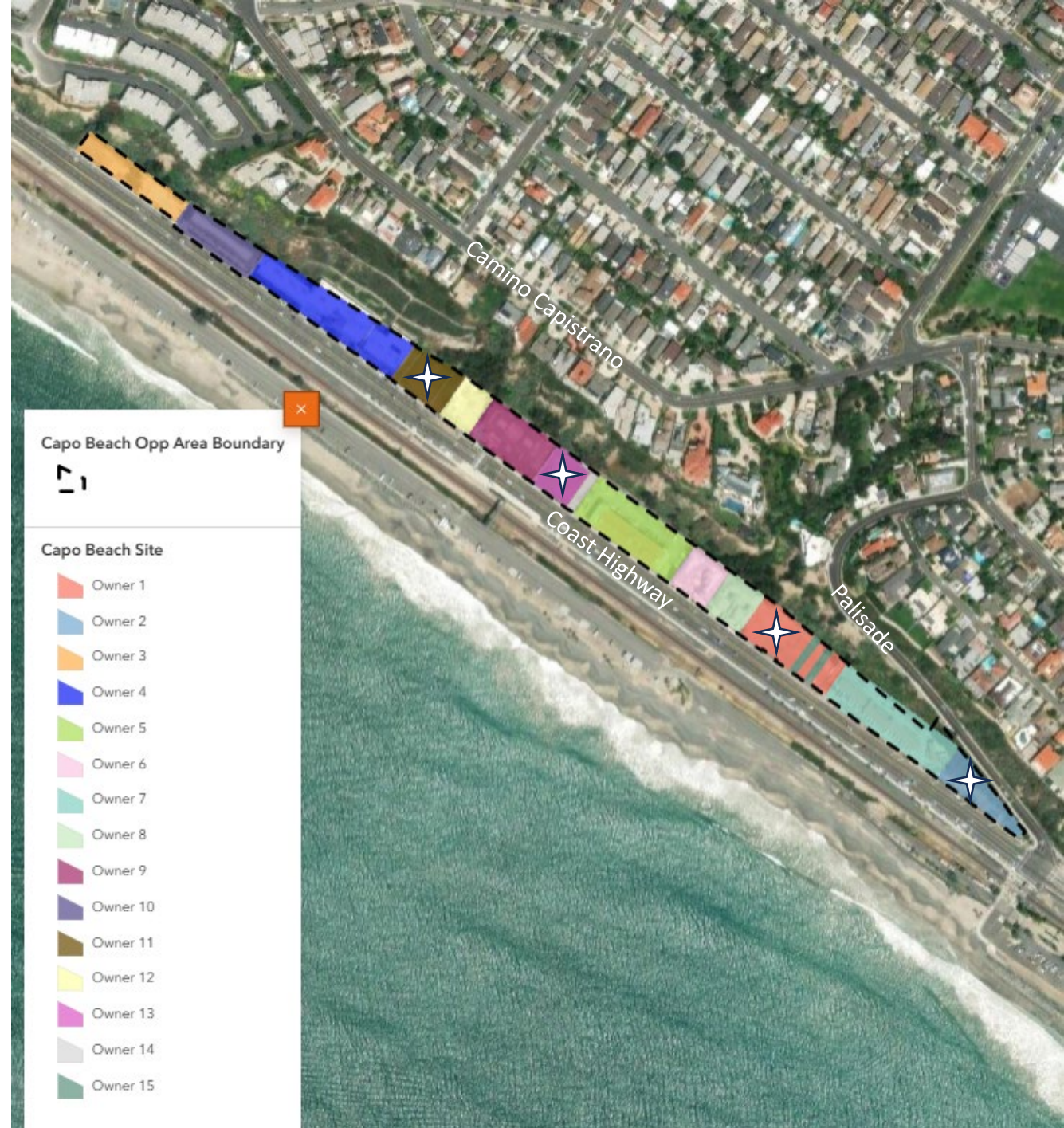
- Non-County property owner shared ideas with GPAC that were consistent with existing GP designation
- Property currently for sale

GPAC recommends NO CHANGE



Considerations

- 37 parcels; 8.1 acres; 15 owners
- Existing GP: Visitor/Recreation Commercial
- Four clusters of vacant parcels (stars on map)
- Small hotels able to develop on small, shallow lots
- Retail shops and office uses unlikely to be able to pay rent associated with new construction
- More intense development feasible through lot consolidation (3+ acres)
- Residential financially feasible; no desire to maximize residential infill (would require land use change)



Determining Factors

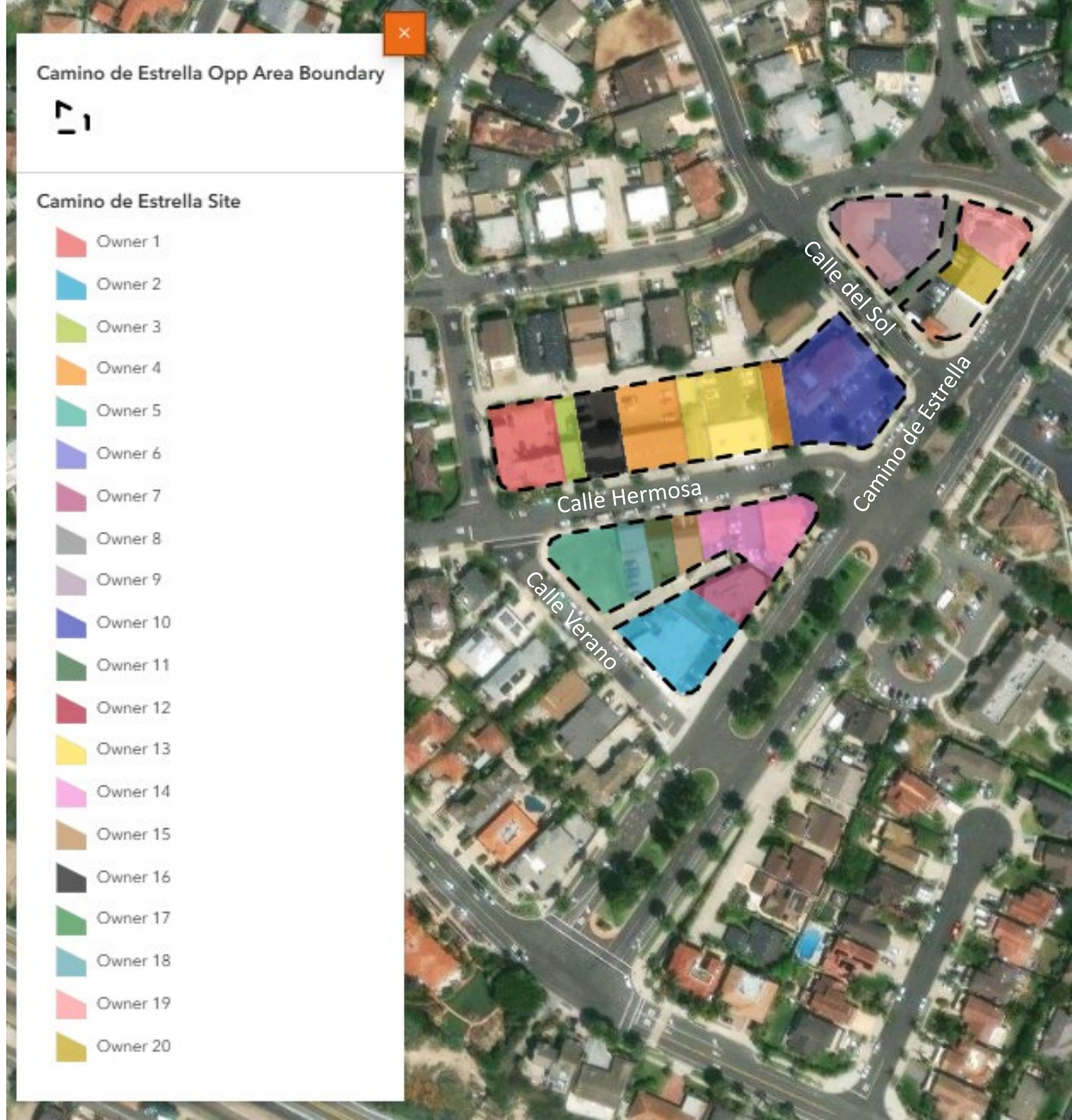
- Commercial/hotel uses would not require land use change
- Residential could leverage state density bonus law (additional units & concessions / waivers on standards)
- Comprehensive redevelopment would likely require a specific plan or zoning tool (like Town Center and Doheny Village)

GPAC recommends NO CHANGE;
pursue specific plan or similar tool in future



Considerations

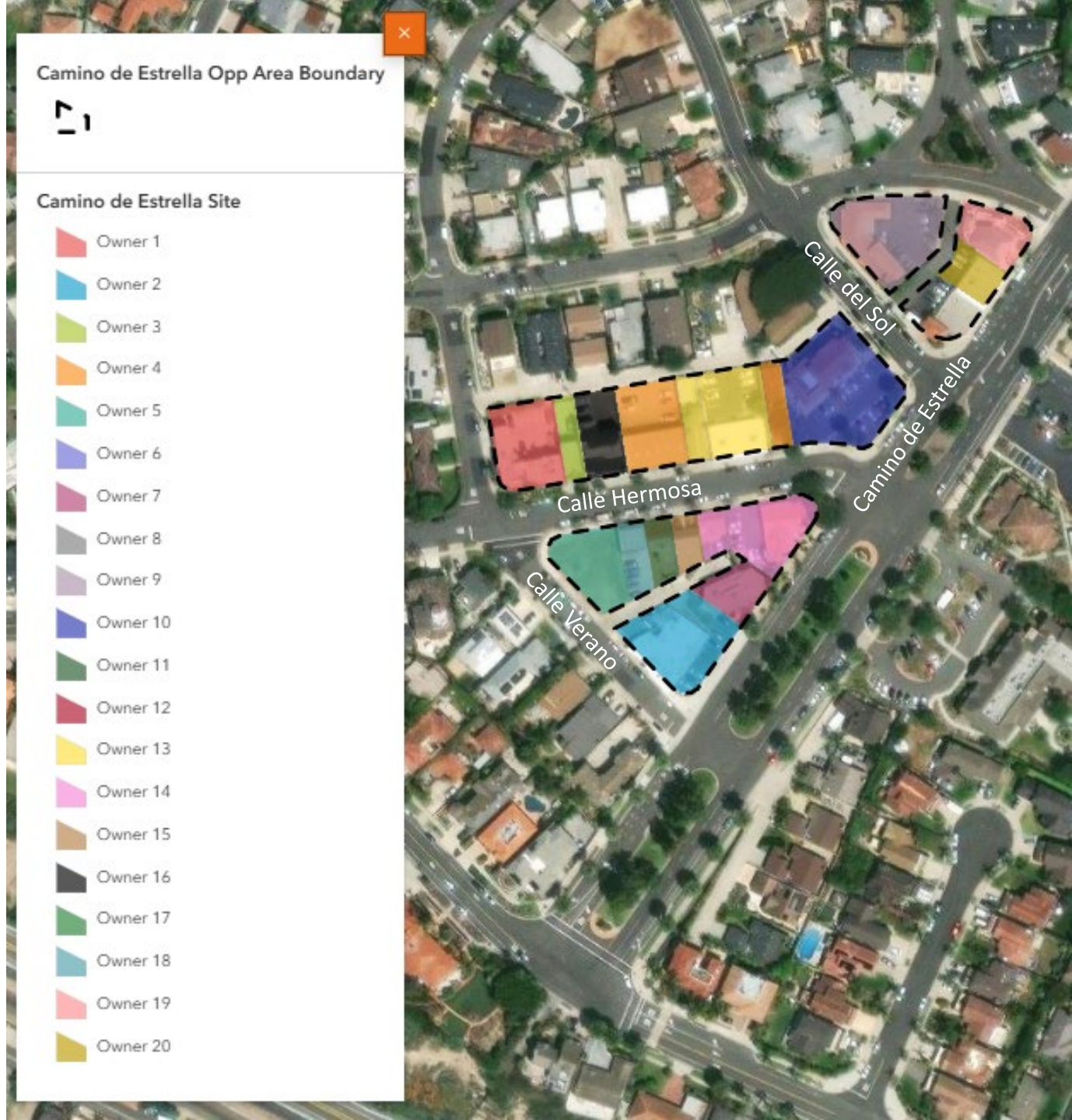
- 21 parcels; 2.41 acres; 20 owners
- Existing GP: Commercial/Residential
- Small parcels and fragmented ownership make redevelopment challenging
- Proximity to existing retail limits viability of new retail
- Small businesses unlikely able to afford rents associated with new development (office or retail)
- Mixed-use or standalone residential viable if lots are consolidated (may require land use change)



Determining Factors

- Existing GP designation permits a mix of commercial and residential
- Comprehensive redevelopment would require lot consolidation & [likely] road closure

GPAC recommends NO CHANGE



Considerations

- 8 parcels; 6.9 acres;
1 owner south, 3 owners north
- Existing GP: Community Commercial
- Opportunity to create a unique entry point for motorists exiting I-5
- Intensifying retail or office uses by themselves would not likely be feasible
- Retail and/or office space could be integrated into mixed-use development (horizontal or vertical; would require land use change)
- Multifamily residential viable by itself or as part of mixed-use development on either grouping of parcels (would require land use change)



Determining Factors

- Potential loss of important retail space; particularly grocery store (southern portion)
- For northern portion, GPAC split on mixed-use and ultimately recommended against change
- If rezoned residential now, would likely get market rate units; if left unchanged, could serve as RHNA resource
- Residential could leverage state density bonus law (additional units & concessions / waivers on standards)

GPAC recommends NO CHANGE



Considerations

- 5 parcels; 20.8 acres; 1 owner
- Existing GP: Community Commercial
- Intensifying retail or office uses by themselves would not likely be feasible
- Retail and/or office space could be integrated into mixed-use development (horizontal or vertical; would require land use change)
- Multifamily residential is viable as standalone development, capitalizing on location and view (would require land use change)



Determining Factors

- Property owner envisions mixed-use but does not have enough detail to move forward with a specific plan or other zoning tool at this time
- Residential could leverage state density bonus law (additional units & concessions / waivers on standards)
- Potential loss of important retail space; particularly for a grocery store and/or pharmacy

GPAC recommends NO CHANGE;
pursue specific plan or similar tool in future



IMPLICATIONS OF GPAC LAND USE REC

- No recommendations to update land use map
- Currently adopted land use goals and policies are still appropriate
- Certified Local Coastal Program (LCP) includes the Land Use, Urban Design, and Open Space / Conservation elements
- Without changes to the Land Use Element, a Local Coastal Program (LCP) amendment would not be necessary
- Defer Land Use Element update (and LCP amendment) until clearer vision / plan for PCH Capo Beach and/or Monarch Bay Plaza is brought forward



2. Circulation & Mobility Progress



PHASE 1 - CIRC & MOBILITY

From Guiding Principles

Mobility and Connectivity:

Promote a safe, efficient, and coordinated multimodal network that improves community connectivity to meet the needs of all users.

Priority Topics

- Improve connectivity between key destinations
- Maintain and improve roadway infrastructure and bike/ped facilities
- Implement safety enhancements at key intersections and along key roadways
- Expand education and enforcement efforts to improve roadway safety

PHASE 2 CIRCULATION ELEMENT

NEW TOPICS / ISSUES

1. Adapt policies to fit the “built-out” nature of Dana Point
2. Clarify public transportation goals and policies (e.g. City vs. OCTA responsibilities)
3. Emissions reduction and VMT (SB 743)
4. Bike/pedestrian infrastructure (AB 1358), including micromobility
5. Emergency evacuation (AB 747)
6. Goods movement (AB 98)
7. Road safety (SB 932)



4. Economic Development Progress



PHASE 1 - ECONOMIC DEVELOPMENT

From Guiding Principles

Economic Vitality:

Foster a resilient local business economy that adapts to market trends and caters to the needs of both locals and visitors.

Also related...

Tourism and **Arts & Culture**

Priority Topics

- Promote the city's existing economic assets
- Improve accessibility and wayfinding for key destinations
- Encourage diverse uses that cater to residents and visitors
- Supports local arts and culture events and opportunities

CURRENT ECON DEVT ELEMENT

CITYWIDE GOALS

1. Balanced employment and housing
2. Business promotion
3. Fiscal strength and stability
4. Meet local retail needs
5. Meet visitor needs

AREA-SPECIFIC GOAL

6. Doheny Village

PHASE 2 ECON DEVT ELEMENT

NEW TOPICS / ISSUES

1. Framework for ongoing economic development strategic planning
2. Fiscal impacts of new development
3. Vibrant, mixed-use development potential in areas such as Monarch Bay Plaza and Coast Highway in Capistrano Beach



5. Next Steps

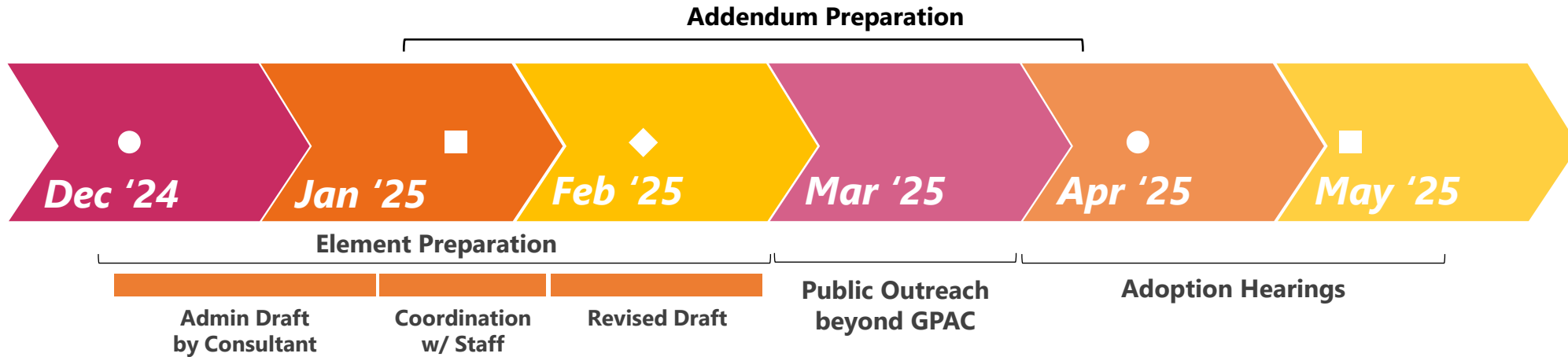


CEQA COMPLIANCE PATH

No land use changes – Addendum to current GP EIR

- Update of Circulation and Economic Development Elements unlikely to have potentially significant impacts on environment
- Addendum a good option to confirm no new or substantially greater impacts compared to current GP while retaining the legal value of the GP EIR
- Addendum generally requires less time and budget compared to EIR

DRAFT SCHEDULE OF NEXT STEPS



Key Dates (tentative)

December 9 – Planning Commission briefing

January 21 – City Council briefing

February 12 – GPAC meeting (optional)

April 14 – Planning Commission hearing

May 6 – City Council hearing

○ Planning Commission Meeting

□ City Council Meeting

◇ GPAC Meeting

☆ Open House