



VISION

North Beach is a visitor-oriented entertainment and recreation area that serves as the gateway from the north and as a local transit hub. This neighborhood maintains a unique sense of place and beach town character.

PRIMARY LAND USES

- **Restaurant/Entertainment**
- **Recreation**
- **Hotel (Small Scale/Bed and Breakfast)**

DESIGN & CHARACTER

- Promote historic preservation for historic structures. In the case of the Miramar Theater, maintain the front façade and tower structure and replace other parts of the building with new development to create a distinctive gateway to North Beach.
- Promote and enhance view opportunities.

CATALYTIC OPPORTUNITIES

North Beach offers a number of opportunities for redevelopment and intensification. The overall utilization of the site can be enhanced through improved circulation, improved parking efficiency, and the reuse or rehabilitation of existing structures. Key opportunity sites include:

- **Miramar Theater:** Located in the heart of the North Beach, the vacant Miramar Theater building can be revisited as a community performance space or restaurant (or a combination of the two). The adaptive reuse of the historic space will serve as the anchor for North Beach's entertainment district and create synergies with the other recreation, restaurant, and entertainment uses in the area.
- **Public Parking Lot:** The existing surface parking lot could serve additional land uses (e.g. retail, public plaza, etc.) with the construction of a parking structure. This facility could also serve as off-site parking for other Downtown destinations, as visitors could park in the North Beach area and take the transit circulator to other points of interest. The parking structure could also be located east of El Camino Real to allow for more development and open space opportunities in North Beach.

SUPPORTING STRATEGIES

Connections

- Create safe and identifiable pedestrian linkages within the area and to adjacent residential neighborhoods.
- Improve access to the beachfront and Coastal Trail.
- Create strong pedestrian, bicycle and transit connections to Marblehead Coastal, El Camino Real South and other Downtown districts.

Traffic and Circulation

- Operate a transit circulator, with stops at Marblehead Coastal, other Downtown areas and a major stop at the North Beach train station.
- Create better-defined ingress and egress points.
- Improve auto, pedestrian and transit circulation within the district.
- Consider the impact of the nearby Marblehead Coastal development on traffic and circulation at North Beach, especially at the intersection of Pico and El Camino Real.

Parking

- Provide parking for recreation, entertainment venues, restaurants, and special events for North Beach and for Downtown as a whole.
- Consider providing a parking structure east of El Camino Real. This would allow for fuller utilization of the North Beach area for pedestrian circulation, development opportunities, and open space enhancements, such as a plaza.

Signage and Wayfinding

- Provide gateway features – including signage, architectural monuments and landscaping – for North Beach and the entire Downtown (as the district is an important gateway to the rest of the city center area).
- Provide Downtown information and locator signs in key locations.
- Create clear and appropriately placed parking and transit signage.

Land Use Guidelines

- Provide land use and design guidelines and zoning changes, as appropriate, to ensure proper development of a “gateway” environment in North Beach and along El Camino Real northward from the Miramar Theater.
- Ensure that the Miramar Theater is used as an entertainment venue that will be a community resource and benefit the entire city.

Public Amenities and Improvements

- Preserve and enhance beach access, as the proximity of El Camino Real affords strong opportunities for local and regional visitors to patronize the area.

Marketing and Financing

- Identify and pursue parking structure financing options.
- Identify and pursue candidate tenants for the Miramar Theater.
- Leverage historic preservation tax incentives.
- Identify and pursue funding options for the transit circulator.
- Identify methods for capturing retail demand from Marblehead Coastal residents.

Decision Points and Questions to Consider:

- Should the architecture style for the district be strict Spanish Colonial Revival? Or should it be a broader, more inclusive Spanish architectural vernacular?
- Is there a market need or objective need for a parking structure?
- Address the tension between intensification and the preservation of views and historic structure needs.



Preliminary Strategy Diagram - North Beach

City of San Clemente Downtown Vision and Strategic Plan