

These minutes will be considered for approval at the Planning Commission meeting of 11-05-14.

6B(1)

**MINUTES OF THE REGULAR STUDY SESSION  
OF THE CITY OF SAN CLEMENTE  
PLANNING COMMISSION  
October 22, 2014 @ 6:00 p.m.  
City Council Chambers  
100 Avenida Presidio  
San Clemente, CA 92672**

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**CALL TO ORDER**

Chair Darden called the Regular Study Session of the Planning Commission of the City of San Clemente to order at 6:02 p.m. in City Council Chambers, located at 100 Avenida Presidio, San Clemente, CA 92672.

**ROLL CALL**

Commissioners Present: Wayne Eggleston, Barton Crandell, Michael Smith, and Kathleen Ward; Chair pro tem Jim Ruehlin, Vice Chairperson Donald Brown, and Chairperson Julia Darden

Commissioners Absent: None

Staff Present: Jim Pechous, City Planner  
Cliff Jones, Associate Planner  
Sean Nicholas, Associate Planner  
Amber Gregg, Associate Planner  
Adam Atamian, Associate Planner  
Eileen White, Recording Secretary

**AGENDA**

**A. Placemaking on a Budget and Update on Liaison Program (Jones, Gregg, Nicholas, Atamian)**

Our Business Liaisons recently attended a workshop entitled "Placemaking on a Budget". The Liaisons will share what they learned from the workshop, provide a brief update on the business districts they serve, and lead a discussion on how the concepts from the workshop might apply to their district.

Adam Atamian, Associate Planner, narrated a PowerPoint Presentation entitled, "Placemaking on a Budget, October 22, 2014, by Business Liaisons." The presentation was originally conceived and presented at a recent workshop by Susan J. Harden, and others who worked to develop the concept. In a series of slides with information and photographs, Mr.

Atamian summarized the program, which describes how staff and the community can work together to identify tangibles such as physical features, intangibles such as feelings and emotional connections, and invisibles, such as regulations and standards, volunteers, activities, etc., to establish great places throughout the City. Activities/exercises that help identify potential Placemaking on a Budget (POAB) locations include understanding community values, recognizing unique histories, attributes, heritage and features of existing space, viewing everything in the City as a potential canvas, and using all resources within the community, such as creative fund-raising, people, organizations, media, policies, etc., to create successful implementation programs. Staff recommended the Commission review the information presented, provide input and commentary, and receive and file the staff report.

Cliff Jones, Associate Planner, reviewed and displayed existing POAB's in the Downtown and Pier Bowl areas; displayed some locations he has identified as potential future POAB opportunities.

Amber Gregg, Associate Planner, reviewed and displayed existing POAB's in North Beach and displayed some locations she has identified as potential future POAB opportunities.

Sean Nicholas, Associate Planner, displayed existing and potential locations in the Los Molinos area.

Mr. Atamian displayed existing and potential locations in the Rancho San Clemente and Talega Business Parks.

Comments:

Jim Pechous, City Planner, suggested the business districts consider competition between businesses located within the individual areas for improvements.

Commissioner Ward requested staff forward comment to business owners that it can be difficult to read addresses/business signage due to the lush tree foliage in the Business Parks; suggested either the numbers be moved or trees trimmed to improve visibility.

Chair Darden recommended the Commissioners contact the liaisons directly with any additional suggestions for potential POAB locations and/or additional comments.

Report received and filed.


**COMMISSION COMMENT:**

**RECESS** - Recess until 7:00 p.m.

Respectfully submitted,

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Julia Darden, Chair

Attest:

  
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Jim Pechous, City Planner