



# AGENDA REPORT

## CITY OF SAN CLEMENTE

### City Council Meeting

910 Calle Negocio  
2nd Floor  
San Clemente, California  
www.san-clemente.org

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**Meeting Date:** 4/18/2023

**Agenda Item:** 9A

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**Department:** City Manager  
**Prepared By** Andy Hall, City Manager

**Subject:**  
**CITY COUNCIL CONSIDERATION AND DIRECTION ON THE NORTH BEACH PLACEMAKING PLAN**

**Summary:**

The City Council directed staff to present a strategy to address concerns with enforcement of the Municipal Code and other laws and ordinances of the City in the North Beach area. Staff collaborated on a comprehensive approach intended to ensure compliance with the Municipal Code and other laws and ordinances of the City, as well as improve the overall character and environment in North Beach. The North Beach Placemaking Plan is being presented for discussion purposes and potential direction from the City Council.

**Background:**

As previously, stated, the City Council directed staff to present a strategy for consideration by the City Council that will address the increase in actions and activities in North Beach that are not consistent with the Municipal Code or the other laws and ordinances of the City. In a collaborative manner, each department of the City was asked to contribute ideas and suggestions for improving the general environment in North Beach that would not only reduce violations of the Municipal Code and other laws, but also result in a complete transformation of the North Beach area. Each department was instrumental in the process and viewing the issue from a variety of vantage points allowed staff to identify some solutions that have not been explored in the most recent discussions about North Beach.

The result of the collective effort is attached as the North Beach Placemaking Plan. Placemaking is more than just a series of random efforts intended to focus attention on an area that is in need of revitalization. It is a purposeful interlinked program intended to create a consolidated and orderly transformation of space from an existing condition into a more desirable location. The plan includes some history of the North Beach area, including its designation as a National Historic District, a map indicating the planning area, and a series of recommendations and suggestions. The key elements of the plan are captured in the stated objective and guiding principles:

**Objective:**

The North Beach Placemaking Plan will result in a more attractive, safe, and desirable location in San Clemente both immediately and in the future.

**Guiding Principles:**

- The City Council and staff, collectively, with input from the community and special consideration given to residents and businesses in North Beach will discuss, review and collaborate on City actions, activities and investments proposed and authorized in North Beach.
- When improvement, maintenance, and other work is completed in North Beach, it will be reviewed to determine if additional actions can be taken to advance the recommendations of the North Beach Placemaking Plan.
- During the preparation of the Municipal Budget, Capital Improvements Program and other fiscal documents in the City, the recommendations of the North Beach Placemaking Plan will be considered for funding and allocation of personnel resources and equipment.
- Regular correspondence between the City Council, residents, business and homeowner groups, and staff will be scheduled.
- Each City Department will be familiar with the contents of the North Beach Placemaking Plan and determine if there are opportunities to participate in the realization of the stated Objective. When opportunities are identified, the Department Head will share the ideas with the City Manager for potential discussion and approval by the City Council.
- Many of the recommendations will require action and effort by parties other than the City of San Clemente. For instance, many of the public safety recommendations will be implemented by the Orange County Sheriff's Department. Staff will collaborate with the parties and ensure they are included in the planning and implementation of the Placemaking effort.

The City Council may agree with some, none, or all of the recommendations and suggestions included in the Placemaking Plan. Following discussion by the City Council and obtaining public input, the Placemaking Plan can be refined and an action plan can be created that includes all necessary approvals, project budgets, and timeframes for completion. Next steps will include initiation of the required California Environmental Quality Act assessment and working with the California Coastal Commission to obtain the necessary Coastal Development Permit(s). Additionally, the expenses associated with the improvements will be examined and included in the appropriate municipal budget recognizing that the completion of the Placemaking Plan may take more than one year. Finally, it should be noted that the City Council may direct staff to implement some of the sections of the plan that can be initiated immediately.

Staff will prepare a presentation that highlights the key elements of the plan for informational purposes which will be provided at the City Council meeting. After the presentation, the public will have additional information in order to provide meaningful input to the City Council for their deliberations.

**Council Options:**

- The City Council may receive and file the North Beach Placemaking Plan.
- The City Council may provide direction to the City Manager to make modifications to the plan and present the revised plan to the City Council for consideration.
- The City Council may direct the City Manager to take a specific action.
- The City Council may reject the proposed North Beach Placemaking Plan and direct the City Manager to take alternative actions.

**Fiscal Impact:**

The fiscal impact of this item cannot be properly assessed without additional direction from the City Council.

**Environmental Review/Analysis:**

Prior to implementation of many sections of the Placemaking Plan, the proper CEQA analysis will need to be completed and approved by the City Council.

**Recommended Actions:**

Staff recommends the City Council receive and file the report and provide specific direction to the City Manager on next steps including which sections of the plan should be included in the final Placemaking Plan, if any of the sections should be implemented immediately, and direction to provide an action plan with anticipated timelines that includes the appropriate financial approvals necessary to implement the plan.

**Attachment:**

1. North Beach Placemaking Plan



# ***North Beach Placemaking***

**Creating a More Vibrant and Safe Experience in North Beach**

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## Overview

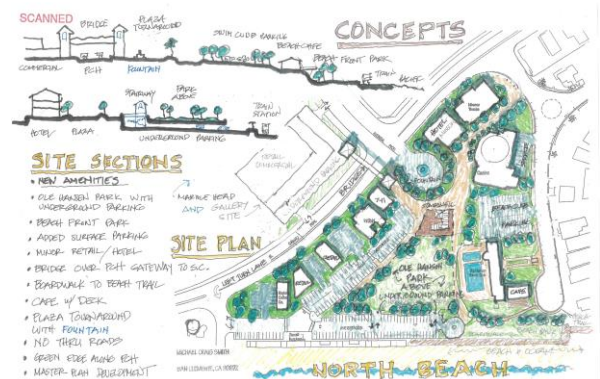
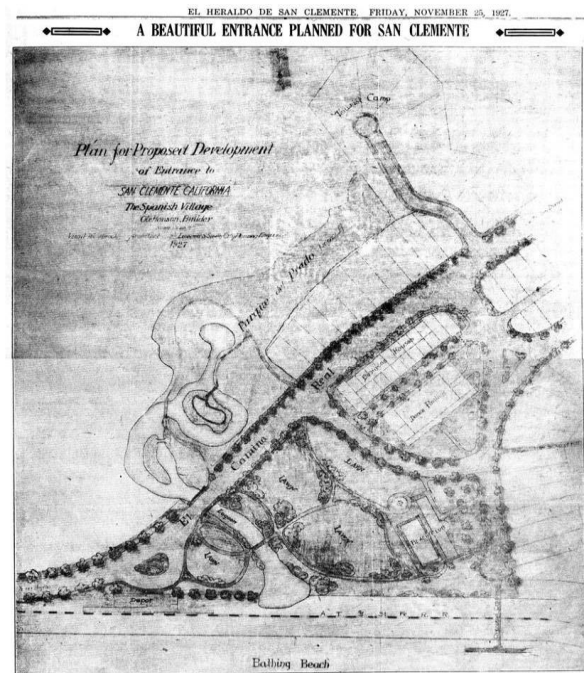
North Beach has always been an important destination in San Clemente. The area is a primary gateway to the community and from the earliest days of the City, community leaders recognized the importance of the North Beach area. One of those early plans from 1927 describes the opportunity for North Beach to be “A Beautiful Entrance Planned for San Clemente.” Through the years many other ideas have surfaced and several have been implemented. More recently additional concepts have been prepared and reviewed, but full implementation has not been completed.

It is not just the local community that recognizes the importance, value and potential of North Beach. In 2020, the North Beach area was designated as a **National Historic District**. With this designation, the City of San Clemente can capitalize on the unique characteristics, features and amenities that makes North Beach such a great location.

In North Beach, close knit residential communities are supported by a dedicated businesses and visitors can easily access the area from the North Beach Train Station. Numerous amenities including the Ole Hanson Beach Club, the San Clemente Pedestrian Beach Trail, plentiful parking, restroom facilities and golden beaches are the foundation of can be one of the most attractive locations in the beautiful Spanish Village by the Sea. In recent years, both the City and developers have recognized the potential of the area and invested in several improvements and projects including, but not limited to:

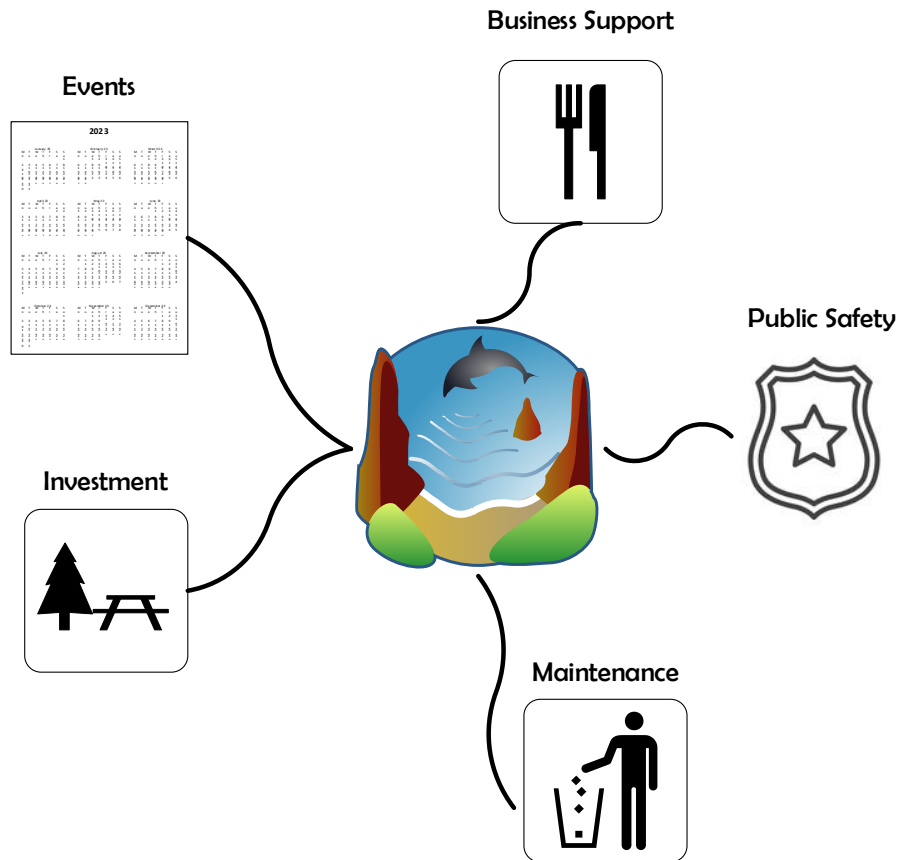
- Complete remodel of the Casino
- New businesses (Landers, Beach Hut Deli, Moulin)
- Remodel in progress for the Miramar historic property
- Current application for the Gallery Hotel and retail area
- City investment in the restoration of the Ole Hanson Beach Club
- Amenity enhancements including trail improvements, parking, beach access and a playground
- Improved transportation access including the North Beach Train Station and Trolley service

Despite obvious potential and past investment, the current condition and atmosphere in North Beach leaves much to be desired. The restroom facilities are in need of a complete facelift, the train station is showing signs of disrepair, the playground is virtually non-existent, and businesses are struggling with vandalism and crime. Events at the Ole Hanson Beach Club are often disrupted by inappropriate and unwelcome behavior, and smoking, drinking and drug use are observed in the area on a regular basis.



Environmental conditions need to be addressed as well. The area has significant trash and debris, the sand on the beach needs nourishment and replenishment and lifeguard presence is limited because of the lack of a stable lifeguard tower. The challenges are plentiful but solutions are possible.

Returning North Beach to its rightful place as a favored destination will require a comprehensive program of **investment, improved maintenance, business support, enhanced public safety and community events**. A simple, singular solution will not achieve the objective. Placemaking examines all aspects of a space and how an integrated and coordinated program can transform a location into an area people enjoy living, working and playing.



This North Beach Placemaking Plan was developed through the coordinated effort of the Orange County Sheriff's Department, Orange County Fire Department, the City of San Clemente Beach, Parks and Recreation Department (Lifeguards, Recreation, Events), the City of San Clemente Community Development Department (Code Compliance, Park Rangers), the City of San Clemente Public Works Department (Capital Improvements, Maintenance), and the City of San Clemente City Manager's Department, all under the direction of the San Clemente City Council. It is anticipated that the plan will be updated and modified on a regular basis as much of the content is organic and subject to change with input from residents, business owners, City boards and commissions, and a variety of other sources.

## **Objective and Guiding Principles**

Placemaking is more than just a series of random efforts intended to focus attention on an area that is in need of revitalization. It is a purposeful interlinked program intended to create a consolidated and orderly transformation of space from an existing condition into a more desirable location. Therefore, each of the recommendations in this report should be linked together in function and purpose. In order to accomplish that result, each of the recommendations were developed with the following Objective and Guiding Principles in mind:

### Objective:

***The North Beach Placemaking Plan will result in a more attractive, safe, and desirable location in San Clemente both immediately and in the future.*** Activities and actions implemented by the City of San Clemente in the North Beach area will be reviewed for consistency with this specific objective.

### Guiding Principles:

- The City Council and staff, collectively, with input from the community and special consideration given to residents and businesses in North Beach will discuss, review and collaborate on City actions, activities and investments proposed and authorized in North Beach.
- When improvement, maintenance, and other work is completed in North Beach, it will be reviewed to determine if additional actions can be taken to advance the recommendations of the North Beach Placemaking Plan.
- During the preparation of the Municipal Budget, Capital Improvements Program and other fiscal documents in the City, the recommendations of the North Beach Placemaking Plan will be considered for funding and allocation of personnel resources and equipment.
- Regular correspondence between the City Council, residents, business and homeowner groups, and staff will be scheduled.
- Each City Department will be familiar with the contents of the North Beach Placemaking Plan and determine if there are opportunities to participate in the realization of the stated Objective. When opportunities are identified, the Department Head will share the ideas with the City Manager for potential discussion and approval by the City Council.
- Many of the recommendations will require action and effort by parties other than the City of San Clemente. For instance, many of the public safety recommendations will be implemented by the Orange County Sheriff's Department. Staff will collaborate with the parties and ensure they are included in the planning and implementation of the Placemaking effort.

### Costs

The contents of this Placemaking Plan are intended to illustrate a comprehensive approach to action items that can result in North Beach being a vibrant and desirable area of the City. However, it is challenging to attach cost estimates to each of the items until there has been direction from the City Council about which portions of the plan, if any, should be implemented. Once that direction has been provided, staff will immediately prepare an addendum to the plan that provides a budget estimate for the selected strategies, and a timeline for the implementation of each selected item. Nonetheless, a general description of costs and necessary approvals is provided for each item strictly for discussion purposes.



## How is North Beach Defined?



Creating exact dimensions for North Beach can be a matter of much discussion and debate, but for the purposes of this Placemaking Plan, the shaded area in the diagram to the left represents the planning area for the contents of this plan. However, it is anticipated that adjacent areas, and the community as a whole, will benefit from the improvements planned in North Beach. It should also be noted that this Placemaking Plan is intended to be updated regularly to address current conditions and take advantage of new opportunities.

## Chapter 1 – Public Safety

The first element of an attractive public space is safety. The provision of public safety in San Clemente is conducted by a team of highly skilled professionals. Often, residents and visitors inaccurately presume all public safety issues are addressed by the police, and in our case the Sheriff’s Department. This Chapter identifies the agency responsible for different sectors of public safety and how their coordinated efforts can improve the safety of the North Beach area.

On a daily basis, staff receives reports, input and information about violations of the municipal code and other City of San Clemente adopted laws and Ordinances. A key component of the North Beach Placemaking Plan will be strict adherence to the laws and Ordinances of the City including, but certainly not limited to, no smoking, drinking, drug use or littering on public property, enforcement of animal control laws, enforcement of parking violations and vacating the beach during beach closure hours. These rules are intended to establish an atmosphere where residents, families, business owners, and visitors can feel comfortable and safe in North Beach.

### Orange County Sheriff’s Department

The City of San Clemente contracts for police services provided by the Orange County Sheriff’s Department. In relation to the North Beach Placemaking Plan, the Chief of Police Services has



**ORANGE COUNTY  
SHERIFF’S DEPARTMENT**

committed to modifying patrols to have an increased presence in the North Beach area. To include strategic operations in this report would be inappropriate and reduce the effectiveness of the tactics, but they will be regularly reviewed and discussed with the City Manager as the plan is implemented and maintained over an extended period of time. One of the more noticeable changes will be the opening of a public safety substation in the North Beach area discussed in more detail in Chapter 2 - Investment. It is likely that to sustain a focused effort in the North Beach area, additional personnel may need to be considered. The addition of personnel would be significant, likely several hundred thousand dollars. However, the Chief of Police services is open to and recommending that the City Council explore other options, such as private security, in the more active hours in North Beach.

### Orange County Fire Department



Emergency fire and medical response in San Clemente is provided by the Orange County Fire Department who also coordinates ambulance service in the community. Often the first to arrive in an emergency situation, it is critical for the Fire Department to be included in all public safety planning associated with the North Beach Placemaking Plan. At the current time, it is not anticipated that additional resources will be required.

### Coastal Animal Services Authority



Animal control is an important part of public safety. Specific to North Beach, dogs are not allowed on the beach in San Clemente, and keeping dogs on a leash in the non-beach areas is important for community safety. Far too often following dog attacks or biting incidents, the owners are completely surprised that their animal acted in an aggressive manner. Even the best trained dogs are unpredictable in a public setting

and often the fear of dogs off leash impact beachgoers experiences. At the current time, it is not anticipated that additional resources will be required.

### San Clemente Lifeguards

The City of San Clemente Lifeguards play a critical role in not only keeping beachgoers safe, but also acting as ambassadors for visitors that may not be familiar with the beach and ocean environment. The Lifeguards are the resident experts in the marine and coastal area of the City and observe conditions on a daily basis. If executed effectively, the North Beach Placemaking Plan can provide opportunities for the Lifeguards to be even more effective in that portion of the beach. In many ways, the Lifeguard Captain is viewed as the ultimate authority for beach and ocean related activities in San Clemente and the Captain's input is vital to the success of the program. The Lifeguards can and do issue citations for inappropriate behavior when necessary. At the current time, it is not anticipated that additional resources will be required.



### San Clemente Code Compliance

The primary responsibilities of the Code Compliance team are to address land use violations such as discharge from construction sites, unlicensed businesses, weeds and overgrown vegetation, failure to obtain proper permits, and similar regulations. However, in relation to beach related issues, and specifically North Beach, the Code Compliance Officers are charged with the identification of unpermitted camping and RV parking. At the current time, there are two vacancies being filled on the Code Compliance team and a new Code Compliance Manager will begin soon. Once these vacancies have been filled, staff is confident that the Code Compliance issues related to North Beach can be properly addressed.

### San Clemente Park Rangers

The Park Rangers will play an important role in the Placemaking of North Beach. The Park Rangers perform a variety of tasks including monitoring the activities in the parks, including North Beach, and to enforce the provisions of the San Clemente municipal code. The current authority of the Park Rangers, as well as their compensation level, may need to be examined in order for the Park Rangers to complete the anticipated tasks. Enhancing the Park Ranger program will help reduce the need for additional Code Compliance staff.

Together, these entities work together to maintain a safe and healthy environment. The Sheriff's Department has committed to modification of assignments to have an increased presence in the North Beach area. Likewise, City personnel including Code Compliance Officers and Park Rangers will be in the area on a more consistent basis, and the Lifeguards will continue to patrol North Beach. Upon discussion with the various entities charged with public safety provision in North Beach and in support of the Placemaking effort, the representatives are suggesting the following public safety related inclusions in the plan:

### ***Public Safety Recommendations***

1. Beach Hours. It is recommended that the City Council modify the hours of beach closure from the current 12:00 a.m. until 4:00 a.m. to the hours of 10:00 p.m. until 4:00 a.m. in the North Beach area. The Lifeguards end their scheduled protection of the beach and ocean at dusk. Changing tides, volatile sand conditions, and similar safety factors create many hazards for beachgoers after

dark. The proposed change would only apply to the beach and trail areas, not the commercial areas in North Beach. There would be costs associated with this recommendation including public education through proper signage and outreach, as well as staff time dedicated to preparing the necessary application and processing information for California Coastal Commission approval.

2. Private Security. At least initially, it is recommended that the City Council approve the hiring of a private security firm to provide additional coverage during the most active times of the day. The Orange County Sheriff's Department has modified their assignments to reduce overnight camping on the beach, but during the daytime hours, they simply do not have enough personnel to address the various nuisance concerns in the North Beach and "T Zone" portions of the community. In the recent past, the City Council reviewed a proposal for 24-hour coverage by private security. Following consultation with the Sheriff's Department it was determined that assistance from 7:00 a.m. until 7:00 p.m. in North Beach and in the T Zone would be beneficial. As the program is monitored, the hours of the private security can be adjusted as needed. As the City is able to hire additional Park Rangers, the need for private security may be reduced. It is anticipated that the reduced hours will result in a much lower cost for private security than initially proposed. It is anticipated that this recommendation would be approximately \$40,000 to \$50,000 per month initially, with adjustments as needed.
3. Enhance Park Ranger Program. It is recommended that the City Council direct staff to modify the expectations of the skills sets for hiring Park Rangers. At the current time, the City's Park Rangers do not possess the skill sets, nor are they compensated to obtain the skill sets, necessary to provide enforcement of the municipal code. Rather, the Park Rangers are expected to be an active set of eyes on public spaces and ambassadors for visitors. As the North Beach Placemaking evolves, it is anticipated that at least some of the Park Rangers will need to assume a more traditional enforcement role to augment the services of the Orange County Sheriff's Department. Hiring a different type of Park Ranger, with an advanced set of skills will take some time and it will be more expensive than the current part-time personnel. It is likely that each full-time Park Ranger will cost the City approximately \$120,000 to \$150,000 per year.
4. Signage and Public Information. Improve the signage and public knowledge of the municipal laws and ordinances. Attractive, but clear signage informing residents and visitors of the City regulations such as smoking, drinking and drug use, animal regulations, camping, hours of operation and similar public information will allow the regulations to be fairly and predictably enforced. The costs associated with this recommendation are nominal.

## Chapter 2 – Investment

Improving the character of an area will require an investment of both time and financial resources. However, the investments can't be simply random, but rather serve a specific purpose. Investment by the City of San Clemente can be a catalyst to additional private, county, state and even federal investment. Staff has conducted site visits and analysis of potential investments that would advance the objectives of the City Council to improve the North Beach area for residents, business owners and visitors.

### Recommendations

1. **Building Improvement and Modification.** The existing restroom facility in North Beach is in need of improvement and refurbishment. Staff is recommending that the building be modified to provide a substation for the Sheriff's Department that can also be used on occasion by Code Compliance and Park Ranger personnel. Additionally, the current condition of the beach makes the placement of a lifeguard tower at North Beach challenging. As the building is improved, it is



proposed that a permanent lifeguard tower be placed on the roof of the building to avoid the constant movement of the lifeguard tower to respond to beach conditions. It is anticipated that having a more consistent presence in North Beach will improve the overall environment. A substation allows deputies to stay in the area while writing reports, accessing computers and printers, and other similar office needs. This type of investment is intentional and not only achieves the task of improving the

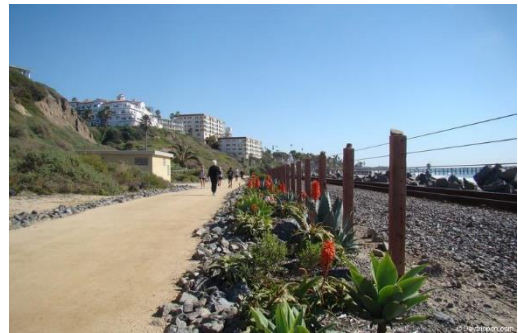
existing building, but also furthering the objectives of the City Council. This would be a significant investment by the City, but one that needs to be completed regardless of the Placemaking Plan. The facility is in poor condition and whether it is repair to serve the current purpose or the proposed purpose, the costs will be comparable. It is likely that these improvements will be in the neighborhood of \$500,000.

2. **Rebuild and Update the Playground.** North Beach was once home to a popular playground. Over time, many of the playground structures have been removed and at the current time, the only remaining feature is a swing set. Staff is recommending that the City Council direct staff to take the necessary steps to replace the playground and further to explore options to stabilize the playground area from coastal erosion. The costs associated with updating the playground are likely to be about \$250,000.
3. **Improved Linkages to the Ole Hanson Beach Club.** The Ole Hanson Beach Club is a very attractive public space located near North Beach and considered to be located in the North Beach area. The facility is located on a bluff and access and connectivity to North Beach is challenging. Staff is recommending that the City Council direct staff to explore options to link the Ole Hanson Beach Club to the rest of the facilities at North Beach including the beach area, the playground, trails, the train station, local businesses, and the other attractive features of North Beach. The costs

associated with this recommendation are nominal. Although there are existing linkages, additional facilities can help create a better flow between North Beach and the Ole Hanson Beach Club.

4. Enhancements to Landscaping and Other Amenities.

The entrance to the North Beach Trail Head can be enhanced with some additional landscaping and improved signage. Other lower cost amenities that can be added include a pergola and barbeque area, additional drinking fountains and filling stations, and similar traditional park improvements.





## **Chapter 3 – Maintenance**

One of the most immediate and important aspects of Placemaking is paying attention to detail and proper maintenance. The ‘broken window theory’ is a factor in North Beach and the Public Works Department is committed to a more concerted effort in North Beach. Maintenance workers can be an important source of information in North Beach. The maintenance team is often the first employees to observe vandalism, damage, and even alcohol and drug use when disposing of solid waste.

Keeping North Beach clean, well kempt, with maintained amenities will encourage residents and visitors to frequent the area. More people in North Beach will create the atmosphere the City Council is seeking.

### **Recommendations**

1. Consistent and Constant Maintenance. The Maintenance Division has committed to paying extra attention to North Beach. Excited to be part of the solution, the Division is confident that their efforts will have as much impact as added security and investment. Staff is recommending direction be given to enhance the maintenance of public space in the North Beach area, even if that requires adjustments to maintenance in other locations. There will be an added personnel and equipment costs associated with elevated maintenance in North Beach. However, the maintenance team has determined this is a priority and will include the additional cost in the upcoming budget request.
2. Improvements to the Train Station. The North Beach Train Station is in a state of disrepair. The maintenance staff will advance the scheduled improvements to the station and get them completed in the very near future. The improvement will make the station a more attractive location for visitors and the presence of workers will ensure a safe and inviting environment. Staff is recommending the City Council approve the advancement of the North Beach Train Station improvements. The costs associated with the update will be reallocated from other projects that might have been completed sooner. The primary cost in this effort will be the frustration in other parts of the community where projects may be delayed.
3. Assistance with Unique Clean-up Situations. On occasion, the Sheriff’s Department, the Code Compliance team or the Park Rangers are faced with situations where significant litter, trash or debris is left behind in the North Beach area. The maintenance team has the equipment and personnel to provide assistance when needed and plan to do so when asked. Staff recommends that the City Council direct the maintenance team to provide the necessary assistance when unique clean-up situations arise in North Beach. The costs associated with this recommendation are nominal and the City already has some accommodations for this effort. The key to success for this recommendation will be communication and timeliness. Staff will address those concerns.



## Chapter 4 – Business Support

In order for North Beach to thrive, there must be a solid business climate. Conversely, because North Beach has experienced a decline in visitors and a general lack in maintenance, many of the businesses in the area are not reaching their highest potential. Economic Development is an important element in the North Beach Placemaking program and particularly important in longer term success.

Partners, including the San Clemente Chamber of Commerce and any North Beach business and homeowners groups should be consulted about the Placemaking activities and how they can play an important role in the success of the program. In the preparation of the plan, staff discussed several options to support local business and formulated the recommendations below.

### Recommendations

1. Conduct Meetings with the Chamber of Commerce, Business and Homeowners Groups. Local knowledge and support are essential in the success of a Placemaking effort. Additionally, no one likes surprises and the business and homeowners groups are more likely to support the decisions of the City Council if they are aware of the proposals and given a chance to participate. The costs associated with this recommendation are nominal.
2. Business License Forgiveness. When appropriate and necessary, business incentives can help the City satisfy the objectives of Placemaking. Staff is recommending that the City Council authorize the waiver of the City portion of the business license fees for any new business opening in the North Beach area, identified in the map to the right, for a period of two years. Additionally, staff is recommending that 50% of the City Portion of the business license fees be waived for any existing business in the North Beach area for the period of one year. The costs associated with this action are nominal, but they will reduce, to some extent, the potential revenue from the licenses. However, if successful the increased revenue from new businesses and a better business climate will far outweigh any costs associated with this recommendation.
3. Streamlined Approvals. Momentum is an important element of success in Placemaking. Processing applications in a timely manner is a priority for the City of San Clemente, but time is even more critical in North Beach. Applications for new businesses in North Beach will be processed in a streamlined manner. Staff does an excellent job processing all applications, but to achieve the objectives of the City Council, staff will prioritize applications for new businesses in the North Beach area. There are no costs associated with this recommendation, but changing the priority of applications can result in frustration that other applications do not advance as quickly.
4. Explore the creation of a Business Improvement District. As proposed by a resident, staff is recommending that the potential formation of a business improvement district be explored. A formal structure that will allow business owners in North Beach to organize and collaborate in improving the business climate and seeking assistance from the City for area wide improvements. The costs associated with this recommendation are minimal, but if the district is created and the City is a member, there could be membership costs in the future.



## Chapter 5 – Activity

Community events and activities will improve the atmosphere in North Beach and also allow residents and visitors to become more familiar with the area. The City of San Clemente has a robust recreation program and is home to many events and staff can select some activities that can be accommodated in North Beach. There are also some great facilities in North Beach such as the Ole Hanson Beach Club that could be incorporated into the Placemaking plan.

### Recommendations

1. Utilize the Ole Hanson Beach Club to bring activities and events to North Beach. The club house and pool amenities located at the Ole Hanson Beach Club present an excellent opportunity to bring residents and visitors to North Beach. The club house is currently leased to a private event company which has limited the use of the facility for recreational program. As the lease is reviewed for renewal, staff would recommend that a review be completed to reinstate some of the recreation programs that were held in the facility in the past. This may require modifications to the lease, or having the administration of the facility revert back to the City. Use of the pool facility for lessons and other activities should be maximized. The costs associated with this recommendation are minimal.



2. Bring Events to North Beach. San Clemente is home to many first-rate events and activities. Many of the events that happen in other locations in the community would be very appropriate in the North Beach area. Staff is recommending that the City Council direct staff to identify several events that would be appropriate in North Beach and determine which of those would further the objectives of the Placemaking plan to vitalize the North Beach area. The costs associated with this recommendation are minimal.



3. Placement of Holiday Ice Skating Rink at North Beach. There are many activities that when implemented can define a location. Staff is confident that the placement of a holiday ice skating rink, like the one pictured to the left in Coronado, and some associated holiday activities can help to bring an identity to North Beach as the “place” for holiday fun. This is the essence of Placemaking. Staff is recommending that the City Council direct staff to explore the costs and potential revenues associated with the placement of a holiday skating rink in an appropriate location in the North Beach area. There would be significant costs associated with this recommendation, but there is also potential for offsetting revenue.

## ***Summary and Next Steps***

The North Beach Placemaking Plan includes many staff recommendations for consideration by the City Council. Some of the recommendation can be implemented very quickly, while others will take some time to complete. In summary form, the following represent staff recommendations and potential timelines for consideration by the City Council:

### **Public Safety**

- Modify beach hours in the North Beach area from the current 12:00 a.m. until 4:00 a.m. to the hours of 10:00 p.m. until 4:00 a.m.
- Hire a private security firm to provide additional coverage during the most active times of the day (7:00 a.m. until 7:00 p.m.) in the North Beach and “T Zone” portions of the community under the direction of the Sheriff’s Department.
- Modify the expectations of the skills sets and adjust compensation for Park Rangers.
- Improve the signage and public knowledge of the municipal laws and ordinances.

### **Investment**

- Modify the existing restroom facility in North Beach to provide a substation for the Sheriff’s Department that can also be used on occasion by Code Compliance and Park Ranger personnel.
- Explore the placement of a lifeguard tower on the roof of the building.
- Rebuilding and update the playground in North Beach.
- Improve the linkages to the Ole Hanson Beach Club.
- Enhance landscaping and other amenities.

### **Maintenance**

- Provide consistent and constant maintenance in North Beach.
- Complete improvements to the North Beach Train Station.
- Provide assistance with Unique Clean-up Situations.

### **Business Support**

- Conduct Meetings with the Chamber of Commerce, Business and Homeowners Groups.
- Waive the City portion of the business license fees for any new business opening in the North Beach area for a period of two years and 50% of the City Portion of the business license fees for existing North Beach businesses for one year.
- Process applications for new businesses in the North Beach area in a streamlined manner.
- Explore the creation of a Business Improvement District.
- Provide immediate assistance with unique clean-up situations in North Beach as needed by the Sheriff’s Department, Code Compliance and Park Rangers, even if schedules need to be rearranged.

### **Activity**

- Utilize the Ole Hanson Beach Club to bring activities and events to North Beach. The club house lease will need to be reviewed and possibly modified.
- Bring Events to North Beach. Staff will identify several events that would be appropriate in North Beach and determine which of those would further the objectives of the Placemaking plan to vitalize the North Beach area.

- Placement of Holiday Ice Skating Rink at North Beach. This type of activity could help create a sense of place in North Beach.

### **Next Steps**

Although the process of Placemaking happens over an extended period of time, there are safety and security issues that need immediate attention in North Beach. In order to distinguish the recommendations that can happen in short order from those that will require more time to accomplish, staff has separated the recommendations into immediate, short term and longer-term timeframes for consideration by the City Council along with any necessary action of the City Council. Once the City Council has provided direction, this “organic” document will be updated to reflect the decisions of the City Council and the plan will be implemented as directed. It is important to reiterate that this plan, by nature, is intended to be flexible and modified to address changing conditions. Staff will report back to the City Council approximately quarterly on the progress of the Placemaking effort.

### **Immediate**

1. Close North Beach at 10:00 p.m., rather than midnight, and reopen the beach at 4:00 a.m.
  - Requires modification to Municipal Code
2. Improve the signage and outreach to ensure residents and visitors understand and observe the provisions of the Municipal Code.
3. Enhance the landscaping at the North Beach Trail Head.
4. Install a pergola and barbeque facilities near the playground for family use.
  - No action necessary
5. Increase the maintenance schedule and daily maintenance in North Beach.
  - No action necessary
6. Conduct meetings with the Chamber of Commerce, North Beach Business Association, area homeowners associations, and other North Beach groups to share ideas and obtain input.
  - Direction from City Council
7. Streamline the approval process for applications in the North Beach area.
  - Direction from City Council
  - Resolution of City Council

### **Short Term**

1. Interview at least three (3) private security firms and select the most qualified to provide private security (addressing violations of the Municipal Code) between 7:00 a.m. and 5:00 p.m. everyday.
  - Direction from City Council
  - Budget Allocation
2. Begin the process of updating and improving the North Beach Train Station.
  - Direction from City Council
3. Waive the City portion of the Business License Fees for any new business opening in the North Beach area for two (2) years. Furthermore, reduce the Business license Fees for any existing businesses in the North Beach area by fifty (50) percent for one year.
  - Direction of City Council
  - Resolution of City Council
4. Utilize Ole Hanson Beach Club to energize the North Beach area.
  - Direction from City Council
  - Examination and possible modification of lease

### **Longer-Term**

1. Modify the minimum qualifications for at least some of the Park Rangers and hire Rangers with the necessary skill sets and qualifications to enforce the Municipal Code.
  - Direction from City Council
  - Budget Allocation
2. Modify the existing restroom facility to remove the concession stand and install office space to serve as a substation for the Sheriff's Department and Park Rangers. Further modify the facility to place a lifeguard tower on the roof of the structure.
  - Direction from City Council
  - Creation of Request for Proposals
  - Budget Allocation
3. Rebuild the playground facility in North Beach to include additional amenities.
  - Direction from City Council
  - Budget Allocation
4. Improve the linkages to the Ole Hanson Beach Club to connect the facility with the amenities in North Beach.
  - Direction from City Council
  - Budget Allocation
5. Explore the potential of creating a North Beach Business Improvement District.
  - Direction from City Council
6. Identify events that would help realize the objectives of the plan and hold them in North Beach.
  - Direction from City Council
7. Explore the potential of having a Holiday Ice Skating Rink at North Beach.
  - Direction from City Council
  - Budget Allocation

### **Initiation of Placemaking**

Following discussion by the City Council and obtaining public input, the Placemaking Plan can be refined and an action plan can be created that includes all necessary approvals, project budgets, and timeframes for completion. Once directed by the City Council, staff will initiate the required California Environmental Quality Act assessment and work with the California Coastal Commission on obtaining the necessary Coastal Development Permit. Additionally, the expenses associated with the improvements will be examined and included in the appropriate municipal budget recognizing that the completion of the Placemaking Plan may take more than one year.