



Design Review Subcommittee (DRSC)

Meeting Date: July 26, 2023

STAFF: Jonathan Lightfoot, Economic Development Officer

SUBJECT: **Los Molinos Sidewalk Plaques**

Consideration of a public art program, managed by residents, to recognize the business, design, and cultural contributions of San Clemente surfboard shapers in the Los Molinos industrial area, which is in the West Pico Corridor Specific Plan. The purpose of this presentation is to allow DRSC the opportunity to provide comments on the project for potential inclusion in the final design.

BACKGROUND:

City staff recently partnered with the community in an update of the West Pico Corridor Specific Plan. That process generated interest and ideas amongst the business owners and residents of this neighborhood. A regular theme that emerged was a desire to protect and preserve the small business surf industry of Los Molinos and to cultivate a distinct, eccentric character of the neighborhood – distinct from the more traditional Spanish style architecture and themes of other commercial areas in San Clemente.

Project Description

The proposed project includes a public art and business recognition program. The community members will present their concept at the DRSC meeting, and staff seeks DRSC feedback and recommendations on the proposed design of the sidewalk plaques, which will resemble a surfing industry walk of fame.

Review Process

The area of work is public property, primarily the right of way primarily along Calle de los Molinos. The City is not required to obtain a discretionary zoning permits for its own projects. While zoning regulations do not apply, the project should be consistent with the policies and goals of the West Pico Corridor Specific Plan, the Coastal Land Use Plan, and the General Plan. An encroachment permit will be required from the Engineering division to manage the implementation of the project in the City's right of way.

Why is DRSC Review Required?

Per Section 17.12.025, "The City Planner and review authority may refer projects to the Design Review Subcommittee." Planning recommends that the DRSC provide feedback on the public realm design components of this conceptual business recognition program.

ANALYSIS:

General Plan Consistency

The project is consistent with related General Plan and Coastal Land Use Plan (LUP) policies as shown in Table 1 below.

Table 1 – General Plan Policies

Policy	Project Consistency
<u>Los Molinos Focus Area LU-64: Existing Industrial Property Owners and Businesses.</u> Recognizing the industrial heritage of the area and its economic benefits to the community, allow property owners and business to maintain and expand their operations, consistent with the General Plan and Zoning Code.	Consistent. The project enhances the streetscape design by adding public art, recognizing the achievements of local businesses.
<u>Los Molinos Focus Area LU-65: Los Molinos Public/Private Partnership.</u> The City will routinely communicate and collaborate with existing property owners and businesses to understand their needs, identify strategies to improve their businesses and properties, and ensure compliance with City standards and regulations.	Consistent. The project provides an opportunity to collaborate with community members and businesses through a public art program that highlights the surfing heritage and achievements of local businesses in the Los Molinos industrial area.
<u>Los Molinos Focus Area LU-66: Design Treatment.</u> Encourage an eclectic mix of architectural styles, colors, materials, landscaping and public art throughout the area.	Consistent. The project enhances the streetscape design by adding public art, recognizing the achievements of local businesses.
<u>UD-1.02 Design of Public Plazas and Spaces.</u> <i>“We require public plazas and spaces to be designed for safety, comfort, convenience, and universal accessibility. They should be well-defined by surrounding buildings, located near the public street for good visibility and convenience, and incorporate amenities such as seating, distinctive focal points, public art, shade trees, and/or eating and entertainment facilities.”</i>	Consistent. The project proposes adding public art, consistent with the community character of Los Molinos.
<u>UD-1.05. Streetscape Design.</u> We design new and, when necessary, retrofit existing	Consistent. The project enhances the streetscape design by adding public art,

streets to strengthen connectivity, beautify and enhance community character through public right-of-way improvements, including sidewalks, bicycle paths, street trees, parkways, curbs, signs, street lighting and street furniture.	recognizing the achievements of local businesses.
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RECOMMENDATIONS:

Staff is supportive of the concept of a public art and business recognition program. The community members will present their concept at the DRSC meeting, and staff seeks DRSC feedback and recommendations on the proposed design of the sidewalk plaques, which will resemble a surfing industry walk of fame. If no further DRSC review is necessary, this item will be forwarded to the City Council for consideration.

Attachments:

None