

# **CITY OF SAN CLEMENTE**

## **City Council Minutes**

### **Adjourned Regular Meeting - January 29, 2009**

An Adjourned Regular Meeting of the San Clemente City Council was called to order on January 29, 2009 at 5:00 p.m. in the Council Chambers, located at 100 Avenida Presidio, San Clemente, California.

**PRESENT**                                ANDERSON, BAKER, DAHL, EGGLESTON, MAYOR DONCHAK

**ABSENT**                                      NONE

**STAFF PRESENT**                        George Scarborough, City Manager; Pall Gudgeirsson,  
Assistant City Manager; Joanne Baade, City Clerk.

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#### **PLEDGE OF ALLEGIANCE**

Mayor Donchak led the Pledge of Allegiance.

#### **ESTABLISHMENT OF SHORT-TERM AND LONG-TERM PRIORITY CITY PROJECTS**

Dr. Gerald Gabris and Shayne Kavanagh, of the Government Finance Officers Association, provided introductory comments.

Dr. Gabris proposed that Council identify priority issues this evening and determine if they are short-term priorities (1-3 years in the future) or long-term issues; explained the planning processes that are proposed to be followed for both the short-term and long-term priorities; responded to Council inquiries. A hard copy of the flow chart utilized by

Dr. Gabris, entitled “San Clemente Strategic Management System” is on file with the City Clerk.

Dr. Gabris provided an overview of potential priority issues that were mentioned by at least one Councilmember during his pre-meeting interviews with individual members of the Council. A summary of each issue, including a listing of specific comments that were raised by Councilmember(s) in connection with each item, are contained in a document entitled “Preliminary Report on City Council’s Strategic Issues – January 2009), which is on file with the City Clerk.

City Manager Scarborough explained Staff’s understanding of the potential priority projects and reviewed the status of each of those projects. Please refer to the specific potential priority projects listed throughout these minutes for a summary of City Manager Scarborough’s comments.

Additionally, City Manager Scarborough reviewed the status of the following projects/issues that received at least two mentions by the City’s Commissions and Committees: Move of City Hall, Crossing Guards at Elementary Schools, Local Coastal Portion of the General Plan, Sidewalks, Downtown Parking - Develop Parking District, Quiet Zone, Environmental Sustainability, Sand Replenishment Project, Disbandment of the Human Affairs Committee (Please refer to Page 14 of these minutes for a summary of Council discussion on this item), Trust Building, ADA Compliant Park (i.e., Courtney’s Sand Castle), Financial Information and Support, La Pata/Vista Hermosa Park, Subcommittee for Planning and Inter-Commission Coordination, Serving Diverse Constituencies, and Locating Facilities.

City Manager Scarborough presented a document entitled “Vital Few Priorities – Project Status Update”. A hard copy of this document, dated October 2008, is on file with the City Clerk. Council determined that the City’s current Vital Few Priorities will continue. Council pointed out that the Golf Course Driving Range Fencing should be identified on the Vital Few Priority list as an active project that is underway.

The following represents the issues/projects that were discussed by Council and the decisions reached.

1. **Economic Development**

**Points Mentioned:**

- Appointment of an Economic Development position.
- Develop an economic strategy for the City for the future.
- It is important to determine the cost of infrastructure (including maintenance) that the City will incur as a result of new development.

**Discussion Summary:**

City Manager Scarborough noted that Human Resources is nearing completion of its market analysis for the economic development position. The second component of this category is the development of an economic strategy for the City for the future. This issue is perceived to be one of the more-critical aspects of the Strategic Plan and will ultimately be implemented in the General Plan.

Council expressed an interest in re-examining the City's fee structure, which was based on an older growth management study, and that the City also account for depreciation/replacement costs in its financing strategies.

Council identified the appointment of an economic development position as a short-term priority and deferred the remaining issues listed under the category of Economic Development to the Strategic Plan discussion.

## 2. Administrative Issues

### Points mentioned:

- Is the City's organizational structure and design up to date and appropriate for a City of its size and for the type and quality of services that are desired?
- Succession planning.

### Discussion summary:

City Manager Scarborough noted that the structure of the Community Development Department will be reviewed by a third-party firm (similar to the process that was previously utilized for the Beaches, Parks and Recreation Department). With regard to the structure of the City as a whole, Staff is to query other cities and provide an analysis to Council that explains how other cities with populations up to 200,000 are structured.

## 3. Development of a New General Plan

### Points mentioned:

- The General Plan needs a Local Coastal Plan (LCP) component.
- Need to retain a General Plan consultant.
- It is important for the current Council to bring closure to the General Plan update. Three Councilmembers' terms will expire in 2010; consequently, the Year 2010 should be earmarked as the completion date for the General Plan Update.

### Discussion summary:

City Manager Scarborough noted that the strategic plan will serve as the foundation for the General Plan update and will consequently need to be complete before the substantive portion of the General Plan Update commences. Staff expects the strategic planning process to start within the next 60 days and be completed in the summer of 2009. At the time, or shortly after, the strategic planning consultant is retained, the framework for the recruitment and hiring of the General Plan

consultant will be established. Staff will consider the timing issue and report back to Council in the next couple weeks.

Council requested that Staff research whether the Coastal Commission has a boilerplate Local Coastal Plan that the City can use to help expedite the preparation of its Local Coastal Plan. During the course of discussion, Staff pointed out that the Local Coastal Plan needs to follow the Land Use Element of the General Plan and all cities have customized Land Use Elements.

Council requested that Staff determine the timing of the General Plan development in comparison to the Local Coastal Plan development. Council expressed that it does not want the General Plan to be delayed if the LCP is going to be incorporated in the plan at the same time.

Council identified the Local Coastal Plan component of the General Plan as a long-term issue and the need to retain a General Plan consultant as a short-term priority.

#### **4. Community Development Department Capabilities**

**Points mentioned:**

- Lack of internal expertise in the Community Development Department to address the types of development issues that are currently being faced.
- Insufficient depth in the Planning Division. Staffing needs to be enhanced. Improve Customer Satisfaction (Development Application Process).
- Need to create “guiding principles” in tandem with the General Plan.
- Planning Commission should become more involved in training (e.g., attend seminars, take advantage of educational programs related to planning, and conduct independent analyses.)

**Discussion summary:**

Council noted the importance for the City Planner to possess a high level of expertise.

City Manager Scarborough explained that Staff is proposing that a third-party management firm be retained to review the Community Development Department's structure, staffing level and staff expertise.

Councilmember Eggleston presented and reviewed a sheet entitled "Proposed Guiding Principles of a Development – San Clemente (1-29-09)". A hard copy of Councilmember Eggleston's submittal is on file with the City Clerk. In response to Council inquiry, Staff stated that Guiding Principles that are supported by Council consensus are beneficial and noted that a valuable policy question to be answered is as follows: Should business vitality come first? Residents first? Or a balance? Council requested that Staff query other coastal cities to ascertain their policy decisions as well as the process utilized in arriving at those decisions.

Council stressed the importance of Planning Commission members taking part in training opportunities and commented on the possibility of requiring a certain level of training each year. Council also expressed an interest in reviewing the questions contained on Planning Commission applications.

Council identified Customer Satisfaction Improvement, the need to create "guiding principles" in tandem with the General Plan, and Planning Commission training as short-term priorities.

## 5. Traffic Management and Circulation

### Points mentioned:

- Consider developing an electric vehicles plan.
- Need to address traffic hotspots in the community.
- Consider implementing an automatic traffic activation/monitoring system.
- A potential opportunity to ease traffic would be the construction of a toll road, but this is a long-term and complex issue that will require significant effort to ultimately resolve.

**Discussion summary:**

Council suggested the possibility of the Mayor issuing an Electric Vehicle award at this year's Classic Car Show.

It was noted that incentives, such as preferential parking spaces, could potentially be incorporated into parking and traffic plans to encourage use of electric vehicles. A differing opinion was expressed, however, that it is premature to offer incentives for electric vehicles since much science remains to be done on electric vehicles. (For example, they should not require re-charging while on the road. Rather, they should be charged at home during times of low energy usage.)

With regard to the toll road issue, Council expressed that the City should begin to consider alternatives that it could support before another entity attempts to impose a plan on the City.

City Manager Scarborough noted that Council has adopted, at the recommendation of the Traffic Task Force, traffic hotspots that the Task Force and Staff are addressing. This near-term effort will continue into the next few years. One of the long-term strategies will be how the City is to deal with traffic. This will be part of the Strategic Plan and a central part of the General Plan (Circulation Element and Land Use Plan).

Council identified development of an electric vehicles plan, implementation of an automatic traffic activation/monitoring system, and construction of a toll road as long-term issues. Council identified addressing traffic hotspots in the community as a short-term priority.

**6. Maintaining the City's Financial Sustainability****Point mentioned:**

- The City needs to remain financially viable as it is built out. San Clemente's primary source of revenue is property tax. San Clemente needs to understand the State of California's financial situation and how that might impact City funding. San Clemente needs to set priorities for spending.

**Discussion summary:**

City Manager Scarborough noted that the Long-Term Financial Plan has served the City well; however, the issue of financial stability needs to be an underlying goal of the Strategic Plan and General Plan.

Council identified Financial Sustainability as both a long-term and short-term guiding principle.

**7. Funding of the La Pata/Vista Hermosa Park Plan**

**Point mentioned:**

- The City needs to find a way to complete funding of this asset.

**Discussion summary:**

City Manager Scarborough noted that Council has identified the sale of nine acres of City-owned property at the northwest corner of Avenida La Pata and Avenida Vista Hermosa as the source of funds to balance the construction of the park. The City is in the process of negotiating a final agreement with Target to acquire the subject property.

Council identified the La Pata/Vista Hermosa Park Plan as both a short-term priority and an on-going project.

**8. Noise Problems Associated with Railroad Tracks**

**Point mentioned:**

- The City needs to establish a Quiet Zone.

**Discussion summary:**

Council classified the establishment of a Quiet Zone as an on-going project.



9. **Environmental Sustainability**

**Point mentioned:**

- The City needs to address how it can sustain and enhance its environmental sensitivity.

**Discussion summary:**

Council identified Environmental Sustainability as an on-going project.

10. **Public Safety**

**Point mentioned:**

- Consideration should be given to expanding police and fire services (and possibly ambulance services).

**Discussion summary:**

It was agreed that Staff will analyze, and provide a report to Council, concerning the feasibility of expanding ambulance service.

Council identified Public Safety expansion as an on-going project.

11. **Develop a Recreational Maintenance Strategy**

**Point mentioned:**

- The City should expand its parks by adding a new 40-acre parcel and provide amenities desired by the residents. The issue is how to maintain the City's parks.

**Discussion summary:**

Council identified development of a Recreational Maintenance Strategy as both a short-term and long-term priority.

12. **Team Building for the City Council and Staff**

**Point mentioned:**

- An attempt should be made to reach consensus on Council vision for the community. An important element of team building is to encourage more Council interaction with the Staff.

**Discussion summary:**

It was noted that a Council/Executive Team Teambuilding Session is scheduled to take place on February 28, 2009.

13. **Donna O’Neill Land Conservancy**

**Point mentioned:**

- The City needs to determine if a non-profit can take over the “educational” (not physical maintenance) component of this project.

**Discussion summary:**

Council classified the Donna O’Neill Land Conservancy issue as an on-going project.

14. **Parking Regulations**

**Point mentioned:**

- The City needs to look at parking requirements for certain areas and projects (especially the North Beach area). A master parking and traffic plan is needed. Is it fair for taxpayers to pay for public parking spaces that are necessitated by developers’ failure to provide adequate parking?

**Discussion summary:**

City Manager Scarborough noted that Council will consider the Planning Commission’s recommendations concerning the North Beach Parking Master Plan at the February 3, 2009 Council meeting. The long-term

strategy will deal with the issue of how to deal with the changing environment for transportation issues and associated parking.

Council identified Parking Regulations as an on-going project.

**15. Affordable Housing**

**Point Mentioned by Staff:**

- Will the City provide sufficient affordable housing in the next three to five years to meet California’s statutory regulations?

**Discussion summary:**

Council established Affordable Housing as a short-term project.

**16. Extension of Avenida La Pata to San Juan Capistrano**

This project was added to the potential priority list at the Council meeting.

**Discussion summary:**

Council identified the extension of Avenida La Pata to San Juan Capistrano as a long-term issue, but expressed an interest in commencing a strategy dialogue with the City of San Juan Capistrano as an on-going project.

**17. Citizen Engagement**

This project was added to the potential priority list at the Council meeting.

**Points mentioned:**

- City to encourage citizens to call the City when something needs repair or is not working properly and to become involved in issues.
- Celebrate Successes.

**Discussion summary:**

Council requested that Staff query other cities to learn best practices that they use to improve communication with residents.

Council identified Citizen Engagement as a short-term project that is to be built into the General Plan and Strategic Planning Process and classified Celebration of Successes as a short-term project.

**18. Community Outreach**

This project was added to the potential priority list at the Council meeting.

**Point mentioned:**

- There seems to be a dividing line between Talega and the rest of the community. It is important to integrate Talega into San Clemente as a whole.

**Discussion summary:**

Council suggested the possibility of having one or two Council meetings per year in Talega.

Council identified Community Outreach as a short-term project that is to be built into the General Plan and Strategic Planning Process.

**19. City Council and Commission/Committee Integration**

This project was added to the potential priority list at the Council meeting.

**Points mentioned:**

- The Council needs to have more meaningful interaction with the City's Commissions and Committees.
- The Council should meet individually with each Commission and Committee to share views and priorities.

**Discussion summary:**

Council expressed an interest in meeting separately with each Commission and Committee at least one time per year.

Council established City Council and Commission/Committee Integration as a short-term project.

20. **Technology**

This project was added to the potential priority list at the Council meeting.

**Point mentioned:**

- The City needs to embrace technology and to enhance opportunities to reduce paper usage and facilitate public engagement.

**Discussion summary:**

Council suggested the possibility of the City accepting credit cards for permit payments.

Council classified Technology as both a short-term and long-term priority.

21. **Library Expansion on Del Mar**

This project was added to the potential priority list at the Council meeting.

**Point Mentioned:**

The County is responsible for maintenance costs for the building, but the City is responsible for capital improvement costs (which will be necessitated when the senior operation moves from the library building and the library operation expands into the former senior space).

**Discussion summary:**

Council identified the Library Expansion as a short-term priority.

**Potential Disbandment of the Human Affairs Committee**

During the course of the meeting, it was noted that the Human Affairs Committee is recommending that it be disbanded and that the members become board members of the San Clemente Collaborative, which is a consortium of area human service groups, churches, nonprofit organizations and government agencies that collectively provide service to in-need groups.

It was noted that it may be advantageous for Council to appoint a sub-committee to meet with the Human Affairs Committee to gain additional information concerning its proposal and report back to the full Council. Council noted the importance of the City having a direct relationship with the San Clemente Collaborative so that the City does not eventually become disengaged.

**Public Input**

Mark McGuire, San Clemente, urged that the La Pata/Vista Hermosa Community Park remain as the City's top priority; conveyed support for the General Plan Update and requested that clear goals be contained in the document to assist developers.

**ESTABLISHMENT OF HIGHEST PRIORITY PROJECTS**

Each Councilmember cast three votes for their highest priority projects. The results are as follows:

<b><u>Project</u></b>	<b><u>Priority Votes Received</u></b>
• Fill Economic Development Position	4
• Accelerate the General Plan Update	4
-Hire General Plan Consultant	
-Research template for Coastal Plan	
-Hire City Planner	
-Develop Guiding Principles in Tandem with General Plan	
-Expand Planning Commission Training	
• Action Plan for Improving City Technologies	3
• Develop a Recreational Maintenance Strategy	1
• Develop an Affordable Housing Strategy	1
• Develop a Citizen Involvement Communication Program	1
-Citizen Engagement	
-Better communication with Commissions/Committees	
-Celebrate Successes	
• La Pata Extension Dialogues	1
• Review Administrative Structure	0
• Library Expansion Expense Issues	0

**ORAL COMMUNICATIONS (FOR ISSUES NOT INCLUDED ON THE AGENDA)**

None.

**ADJOURNMENT**

MOTION BY COUNCILMEMBER ANDERSON, SECOND BY MAYOR PRO TEM DAHL, CARRIED 5-0, to adjourn at 10:00 p.m.

The next Regular Council Meeting will be held on February 3, 2009 in the Council Chambers, located at 100 Avenida Presidio, San Clemente, California. Closed Session items will be considered at 5:30 p.m. and the General Session will take place at 7:00 p.m.

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CITY CLERK of the City of  
San Clemente, California

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MAYOR of the City of  
San Clemente, California