

CITY OF SAN CLEMENTE

Joint City Council and Planning Commission Minutes

Adjourned Regular Meeting - March 23, 2004

A Joint Meeting of the San Clemente City Council and Planning Commission was called to order on March 23, 2004 at 7:05 p.m. in the Ole Hanson Room of the Community Center, 100 Calle Seville, San Clemente, California.

**COUNCIL MEMBERS
PRESENT**

ANDERSON, DAHL, DOREY, EGGLESTON,
MAYOR RITSCHER

**COUNCIL MEMBERS
ABSENT**

NONE

**PLANNING COMMISSION
MEMBERS PRESENT**

HAHN, KAUPP, ORTEGA*, PAPILION,
PROHASKA, RUNOLFSON

*Arrived at 7:25 p.m.

**PLANNING COMMISSION
MEMBERS ABSENT**

CHAIRPERSON BONNER

STAFF PRESENT

George Scarborough, City Manager; George
Buell, City Planner; Myrna Erway, City Clerk

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PLEDGE OF ALLEGIANCE

Planning Commissioner Runolfson led the Pledge of Allegiance.

DOWNTOWN VISIONING

Mayor Ritschel introduced Daniel Iacofano, of MIG (Moore Iacofano Goltsman, Inc.), the City's consultant for downtown visioning and strategic planning services. Mr. Iacofano, in turn, introduced Chris Beynon and Lou Hexter from MIG; noted that EPS (Economic Planning Systems) is serving as a subconsultant to MIG and the City in regards to economic development.

City Planner Buell provided an overview of the downtown strategic plan project, noting that the goal is to create a vibrant downtown; explained that the geographic area to be addressed in the study needs to be defined; stated that 20-25 applications have been received for the Downtown Visioning Task Force and explained that Mayor Pro Tem Anderson and Councilmember Eggleston (the subcommittee established by Council to recommend at-large members to serve on the committee) will submit recommendations in time for Council to make appointments at its meeting of March 30, 2004; provided a "mosaic" of the San Clemente experience.

Daniel Iacofano emphasized the importance of public involvement in the downtown project; discussed the need to build planning concepts around economic fundamentals while simultaneously considering urban planning and design; invited the Council, Planning Commission and public to provide input; reviewed the contents of his memorandum, dated March 16, 2004 (on file with the City Clerk), which addressed the following:

- Meeting Purpose
- Overview of the Project (including Project Description, Timeline and Project Data)
- Planning Process (including participation and level of involvement, desired outcomes and products, and downtown study area)
- Vision, Assets, Issues and Opportunities
- Summary and Next Steps

Individual Council and Planning Commission members provided the following input as factors that they believe would contribute to the success of the downtown visioning project:

- Integrate the vitality of the Del Mar and T street area with the North Beach area (and the El Camino Real stretch in between). Such integration should include business, entertainment, etc. The intersection of Avenida Pico and El Camino Real is currently problematic.

- North Beach, North El Camino Real and the areas surrounding Del Mar have not reached their potential. A clear vision and plan of action for these areas should be developed.
- Public restrooms are needed on Del Mar.
- Determine the level of tourist influx that is desired. A balance is needed between a visitor-serving and community-serving environment.
- Expand the Del Mar experience to one street on each side to achieve a central core that is potentially self-sustaining and thematic and offers a pleasant circular walking opportunity.
- Remain cognizant throughout the process that a civic center may be situated in the downtown in the future.
- Determine whether mixed use should be expanded.
- Integrate landowners in discussions to help ensure that they are supportive of the final product.
- Integrate Marblehead Coastal with the downtown in a complementary fashion.
- Identify and integrate community icons (e.g., Miramar Theatre, Old City Hall, San Clemente Hotel, Beach Club) into the plan. Determine how these facilities can be retained and enhanced.
- Determine the interrelationship between pedestrians and vehicles. People comment on the beauty of Del Mar when vehicles are not present. Santa Barbara has been successful in improving its downtown by removing parked cars from State Street.
- A greater degree of mixed uses, including residences and hotels, should exist on Del Mar and its parallel streets. Determine how residences will interrelate with businesses.
- Determine whether public transportation (such as a trolley system) should be established to transport individuals between the Pier Bowl, Marblehead Coastal, Del Mar and North Beach.

- Include the Pier Bowl area in the downtown analysis.
- San Clemente's downtown area consists of four areas, i.e., North Beach, El Camino Real, Del Mar and the Pier Bowl. Determine how these areas can be integrated together, while allowing them to retain their distinct identities.
- Because environment influences behavior, consider the implications associated with various improvements to ensure that the resulting effect is consistent with the desired direction of the community. For example, wide sidewalks generate more tourism than narrow sidewalks.
- Public parking lots are needed for Del Mar. Santa Barbara and Old Pasadena were cited as cities that have nice parking garages.
- Explore the role and potential of using public facilities and public investment to gain leverage on the process (e.g., restroom on Del Mar, City Hall, fire station on the west side of I-5, etc.).
- Consider the plan's impact on retail businesses, rental costs, etc. Does the City want to create a downtown where only national retailers can afford a higher rent structure? Or does the City want to maintain the uniqueness associated with independent retailers? Or is a combination of the two desired?
- Define and identify gateways to the downtown.
- Areas could be integrated together via architecture.
- Retain San Clemente's identity, sense of place and community. Examples of San Clemente's uniqueness include defining architectural statements, beaches, surfing, historic structures and the Pier Bowl.
- Determine the feasibility of undergrounding utilities to improve aesthetics and enhance view corridors.
- El Camino Real is currently linear and would benefit from pocket parks.
- North Beach lends itself to entertainment uses because there is not much residential and it is near the freeway, train station and ocean.
- San Clemente could benefit from more bed and breakfasts.

- The North Beach area needs significant attention. Urban high-density uses should be considered. The area will experience significant investment activity when Marblehead Coastal develops and it is important for the City to be prepared.
- Investigate opportunities for youth entertainment. Youth should be queried as to the activities they desire.
- Directional and business signage is important (St. Augustine, Florida's signage was cited as an excellent example).
- The following locations were identified as possible opportunities for in-fill development:

Strip of Cabrillo between El Camino Real and Estrella (possible site for a parking garage?).

North Beach

U-Haul Site

El Camino Real around Valencia (Freeway Overpass)

Auto and repair shops on El Camino Real

El Camino Real from Del Mar to Valencia

- Too many old motels exist on El Camino Real south of Del Mar.
- Public art creates a sense of place and adds to the uniqueness of a downtown.

During the course of discussion, it was determined as follows:

1. The project area should be expanded to Del Mar, El Camino Real and North Beach.
2. The number of at-large members on the Downtown Visioning Task Force should be expanded to approximately nine to increase the opportunity for public input.

Public Input

Lori Donchak, San Clemente, commented on San Clemente's identity as a Spanish Village by the Sea and relayed support for establishing San Clemente as a destination base; commented on the importance of developing a plan that is based on market reality.

Lisa Domchak, San Clemente, urged that more parks be developed in the City.

Donald Prime, San Clemente, urged that the process determine the extent to which the community wants to promote tourism.

Frank Haroldson, San Clemente, noted that the process will be challenging, but offers an opportunity for the community to become involved; conveyed that he likes the present mix that exists in the downtown.

Kurt Conone, San Clemente, opined that San Clemente is conducive to a tourist destination; stated that some of the motels in town need upgrading; suggested that the Miramar Theatre be converted into a civic center.

John Tengdin, San Clemente, conveyed support for the expansion of the project area beyond Del Mar and suggested that the word "downtown" be omitted from the project name.

Kevin Perkins, San Clemente, opined that south El Camino Real has been ignored and voiced concern with the lack of entertainment venues.

Mr. Iacofano indicated that MIG staff will prepare a written summary of this meeting and make it available to the Council, Planning Commission and task force; stated that a walking tour will be organized as a part of the planning process.

Joint Council/Planning Commission Meeting Relating to the Marblehead Coastal Project

It was agreed that the Council and Planning Commission will meet in Joint Session on April 6, 2004 from 5:00 p.m. to 7:00 p.m. at the Community Development Department, Conference Room A, located at 910 Calle Negocio, San Clemente, California, for the purpose of reviewing the status of the Marblehead Coastal project.

Planning Commission Adjournment

MOTION BY COMMISSIONER RUNOLFSON, SECOND BY COMMISSIONER HAHN, CARRIED 6-0, to adjourn at 9:00 p.m. to an Adjourned Regular Meeting to be held on March 25, 2004 at 7:30 a.m. in the Community Development Department, Conference Room A, located at 910 Calle Negocio, San Clemente, California.

The City Council Meeting continued as follows:

CITY COUNCIL LETTER TO THE EDITOR

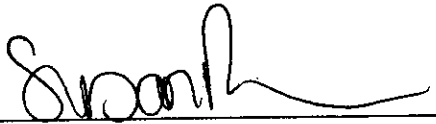
Consideration of the City Council approving and executing a letter to the editor of the Sun Post News requesting that it refrain from publishing letters which contain personal attacks on individuals.

Councilmember Dorey stated that at the last Council meeting she initiated that this item be agendaized; explained that after further consideration, however, she does not believe that the City should interfere with free speech.

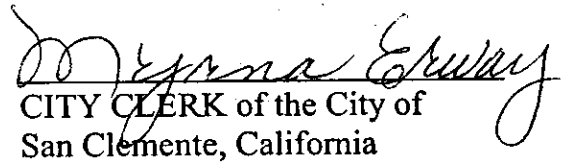
MOTION BY COUNCILMEMBER DOREY, SECOND BY COUNCILMEMBER DAHL, CARRIED 5-0, to remove this item from the agenda.

ADJOURNMENT

MOTION BY COUNCILMEMBER EGGLESTON, SECOND BY MAYOR PRO TEM ANDERSON, CARRIED 5-0, to adjourn at 9:03 p.m. to a Joint Meeting of the City Council, Commissions and Committees to be held on March 30, 2004 at 7:00 p.m. in the Ole Hanson Room of the Community Center, located at 100 North Seville, San Clemente, California.



MAYOR of the City of
San Clemente, California



CITY CLERK of the City of
San Clemente, California