

CITY OF SAN CLEMENTE

Joint City Council/Planning Commission Minutes

April 28, 2005

A Joint Meeting of the San Clemente City Council and Planning Commission was called to order on April 28, 2005 at 6:30 p.m. in the Lower Beach Club, located at 105 Avenida Pico, San Clemente, California.

**COUNCIL MEMBERS
PRESENT**

DAHL, DOREY*, EGGLESTON, RITSCHEL,
MAYOR ANDERSON

*Arrived at 6:45 p.m.

**COUNCIL MEMBERS
ABSENT**

NONE

**PLANNING COMMISSION
MEMBERS PRESENT**

BONNER, DONCHAK, HAHN, KAUPP,
ANDERSON, PRIME, CHAIRPERSON PROHASKA

**PLANNING COMMISSION
MEMBERS ABSENT**

NONE

STAFF PRESENT

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

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Downtown Vision and Strategic Plan - Final Plan Review and Implementation

Report from the Community Development Director concerning final plan review and implementation of the Downtown Vision and Strategic Plan.

Mayor Anderson recognized the members of the Downtown Visioning Task Force who were in attendance as well as Council and Planning Commission members who were involved in the process.

Mayor Anderson stated that some Council and Planning Commission members reside and/or operate businesses within the five geographic locations that comprise the Downtown Vision and Strategic Plan area; explained, therefore, that Council and Planning Commission members that have conflicts of interest will recuse themselves from deliberations during the portion of the meeting at which the areas in which they have conflicts are discussed.

City Planner Buell narrated a PowerPoint presentation entitled "Downtown Vision and Strategic Plan" (which is on file with the City Clerk); reviewed the background of the Downtown Vision and Strategic Plan; summarized the Downtown planning process, which included a special task force assigned to develop and fine-tune the revitalization strategies and implementation steps; stated that several joint sessions of the Council and Planning Commission were conducted as well as two community workshops; stated that the project area was divided into five distinct geographic areas for study purposes, i.e., 1) North Beach, 2) North El Camino Real; 3) T-Zone; 4) Pier Bowl; and 5) South El Camino Real. Specific areas were discussed as follows:

North Beach

City Planner Buell narrated the portion of the PowerPoint presentation relating to North Beach and explained the proposed development scenario.

In response to a Planning Commission inquiry, City Planner Buell explained that a one- to three-story building would be suitable for Site 9 (Miramar Theatre) because of the desire for development to reflect the topography of the land so as to better protect the view corridor (i.e., taller buildings in locations where ground elevations are higher).

Mayor Pro Tem Eggleston stated for the record that he believes that building heights should not impinge upon the North Beach entrance or the public view corridor; voiced concern, as an example, that a two-story structure is included in the proposal for Site 4.

It was noted that the Downtown Visioning Task Force recommended that relocation of the wastewater treatment plan be added as a key strategy for the redevelopment of North Beach.

Planning Commissioners Bonner and Kaupp left the meeting room at 7:40 p.m.

North El Camino Real

City Planner Buell continued the PowerPoint presentation, focusing on the North El Camino Real area; explained the proposed development scenario.

It was noted during discussion that intensifying development in North Beach will increase traffic. A dialogue ensued relative to possible ways to provide a safe pedestrian experience despite the traffic increase. Among the suggestions offered were the incorporation of traffic-calming techniques, close coordination between Planning and Engineering to ensure that improvements are safe for both pedestrians and vehicular traffic, possibility of incorporating traffic-calming methods within conditions of approval to ensure that the additional traffic is well mitigated, and possibility of obtaining Measure M funding (if approved by the voters) to implement various traffic strategies and goals.

In response to Planning Commission inquiry relative to whether buildings will be allowed to be remodeled in a non-Spanish style, City Planner Buell advised that the City would likely establish something similar to the existing Architectural Overlay District in that strict Spanish Colonial Revival Architecture wouldn't be required, but a true form of Spanish architecture, such as Monterey or Mission, would be necessary; stated that if a building in the area is non-descript or not exemplary of a specific form or fashion of architectural style, the chances are that during the discretionary process, the City would require that the architectural style be changed; noted that the City may wish to preserve a building that exemplifies a particular architectural style that is not Spanish.

Lee Van Slyke, representing the San Clemente Historical Society and Downtown Visioning Task Force, indicated that there are few buildings that exemplify non-Spanish Colonial Revival architectural style and that Spanish Colonial Revival architecture should be required throughout the Downtown.

It was noted that Page 4-73 of the draft San Clemente Downtown Vision and Strategic Plan under the category of "EN-LR" states "Retain commercial zoning for opportunity sites". Page 4-70 of the document, however, indicates that the five opportunity sites are to be Mixed Use. The editorial error under "EN-LR" on Page 4-73 will be corrected.

Attendees discussed the need to improve the pedestrian friendliness of the triangle area in the vicinity of the Chamber of Commerce building, particularly in light of the significant number of pedestrian-generating activities that occur in the area because of its close proximity to Max Berg Plaza Park and the Boys and Girls Club.

Planning Commissioner Kaupp left the meeting room at 8:00 p.m.

South El Camino Real

City Planner Buell continued the PowerPoint presentation, focusing on the South El Camino Real area; explained the proposed development scenario.

Discussion ensued relative to mixed use and signage concepts, the potential for multi-story structures on the east side of El Camino Real adjacent to the freeway to maximize ocean views, and two-story structures on the west side of El Camino Real.

It was agreed that the final San Clemente Downtown Vision and Strategic Plan will explain why the area south of Valencia was not included within the South El Camino Real study area.

Planning Commissioner Prime left the meeting room (and did not return).

T-Zone

City Planner Buell continued the PowerPoint presentation, focusing on the T-Zone area; explained the proposed development scenario.

It was noted that the Downtown Visioning Task Force desires that the T-Zone's sense of place, feel and ambience remain unchanged. Discussion ensued relative to desired building heights, during which individual(s) opined that 1) it is important to avoid a canyon effect, 2) differing building heights would create variety and still maintain the existing scale, and 3) importance of developing rules at this time.

Planning Commissioner Bonner left the meeting room (and did not return).

Mark McGuire, San Clemente, suggested that technical constraints, such as parking, currently prevent people from increasing densities; noted, however, that people become more creative in overcoming development obstacles as property values increase (e.g., implementation of underground parking); asserted that it is necessary to establish rules to ensure that the existing ambience is maintained.

Discussion ensued relative to the possibility of establishing transit circulators.

Mayor Pro Tem Eggleston left the meeting room at 8:20 p.m. and Planning Commissioner Prohaska left the meeting room at 8:27 p.m.

Pier Bowl

City Planner Buell continued the PowerPoint presentation, focusing on the Pier Bowl area; explained the proposed development scenario.

Discussion ensued relative to 1) the benefit of creating a visual connection between the Pier Bowl and the Del Mar business district, as well as the possibility of providing a visual connection between the Pier Bowl and the Casa Romantica; 2) the need for better directional signage to help travelers navigate within the community and locate parking areas; and 3) the need to address the current Mixed Use zoning on Santa Ana Lane (it was suggested that "flex" use, which makes Commercial components optional, may be a more appropriate zone for this location).

Mayor Pro Tem Eggleston and Planning Commissioners Kaupp and Prohaska returned to the meeting room at 8:35 p.m.

Ron Runolfson, San Clemente, indicated that it is important to maintain the existing intensity so that a sense of character in the downtown is not lost; opined that the City's existing Codes, rules and regulations need to be better enforced; suggested that legally defensible procedures be established which will require businesses to correct violations versus forgiving them.

Discussion ensued relative to the possibility of expending \$70,000 to develop a master sign and materials program for wayfinding and regulatory signs, entry monuments, and other streetscape elements. It was noted that the \$70,000 figure does not include actual construction costs. A suggestion was made that perhaps a portion of the funding could be allocated from funds set aside for parking resources since some of the signs will direct travelers to parking areas.

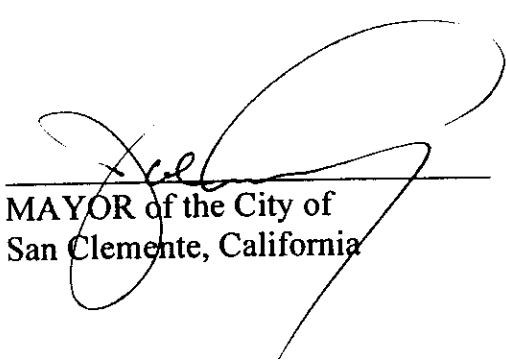
MOTION BY MAYOR PRO TEM EGGLESTON, SECOND BY COUNCILMEMBER DAHL, CARRIED 5-0, to:

- A. Direct Staff to begin work on an update of the City's General Plan, Zoning Ordinance and related documents and guidelines, which are necessary to implement the Downtown Vision and Strategic Plan. Funding for work required beyond that appropriated for FY 2004-05 shall not commence until July 1, 2005.
- B. Direct Staff to prepare a Request for Qualifications and Proposals for the creation of a public/private partnership for the development of City-owned properties in the North Beach area.
- C. Direct Staff to pursue the establishment of public parking resources on private property in the T-Zone. This work is to begin on July 1, 2005.
- D. Direct the City Manager to appoint from among existing staff a "Downtown Advocate," who will assume oversight responsibility for implementation of the Downtown Vision and Strategic Plan, including the preparation of written quarterly reports to the Council.
- E. Direct the City Manager and Downtown Advocate to present an annual report at a public meeting of the Council to review progress of the last year and prioritize Downtown Vision and Strategic Plan action steps for the upcoming year.
- F. Direct staff to seek proposals for a signage program for the study area and bring the issue back to Council as an agenda item.
- G. Direct staff to return to Council with a strategy for improving the safety of pedestrians crossing at the El Camino Real/El Portal triangle.
- H. Authorize the Mayor to appoint a subcommittee to study, and report to Council, relative to the feasibility of establishing a transit circulator.

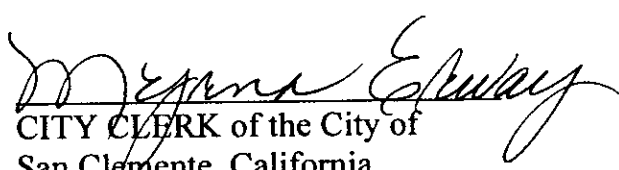
Adjournment

City Council: MOTION BY COUNCILMEMBER DAHL, SECOND BY MAYOR PRO TEM EGGLESTON, CARRIED 5-0, to adjourn at 9:00 p.m. The next Regular Council Meeting will be held on May 3, 2005 in the Council Chambers, located at 100 Avenida Presidio, San Clemente, California. Closed Session items will be discussed at 6:00 p.m. The General Session will begin at 7:00 p.m.

Planning Commission: MOTION BY PLANNING COMMISSIONER PROHASKA, SECOND BY PLANNING COMMISSIONER ANDERSON, CARRIED 5-0, to adjourn at 9:00 p.m. The next Regular Planning Commission Study Session will be held on May 4, 2005 at 6:00 p.m. in the Oceanview Conference Room, located at 100 Avenida Presidio, San Clemente, California. The Regular Planning Commission Meeting will be held on May 4, 2005 at 7:00 p.m. in the Council Chambers, located at 100 Avenida Presidio, San Clemente, California.



MAYOR of the City of
San Clemente, California



CITY CLERK of the City of
San Clemente, California