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INTRODUCTION TO THE URBAN DESIGN ELEMENT

Urban Design is a process that builds on the foundation of the land use element. Urban Design focuses more precisely on the form and character of the natural and built environment; what we experience and how we feel about it. At its best, the process of Urban Design should persuade the City, private enterprise and the public to work together to create a community whose quality and living potential take full advantage of Dana Point's spectacular coastal setting, landscape, climate and cultural assets.

PURPOSE OF THE URBAN DESIGN ELEMENT

The Urban Design Element provides proposals and policies to improve the image, character and quality of life of the City. Although this element is not mandatory, urban design is important to the City because it relates directly to the physical form and character of development resulting from implementations of the Land Use, Circulation and Conservation/Open Space Elements.

SCOPE AND CONTENT OF THE ELEMENT

The Urban Design Element provides policies and design concepts for the preservation of the natural setting, public improvements, form and character of new private development, and focused plans for areas of the City in need of special design attention.

ELEMENT ORGANIZATION

The Element first presents Dana Point's important Urban Design issues, followed by broad Goals and definitive City Policies related to each issue. These are cross-referenced with relevant goals and policies of other General Plan Elements in Table UD-2.

The Urban Design Plan provides concepts to illustrate how the goals and policies may be implemented. The Plan is divided into two sections, the first containing citywide Urban Design concepts. This is followed by design concepts for three specific areas of the City. Appendix A of the Urban Design Element provides standards for landscape corridors in Dana Point. Appendix B provides the selected tree species for the landscape corridors. Both Urban Design Element appendices are included in the General Plan Appendix.

DESIGN GUIDELINES

In addition to the Urban Design Element, Design Guidelines for the City contain specific design standards for public and private projects subject to discretionary design review. The Design Guidelines are adopted as a separate document from the General Plan. The Design Guidelines are to be used by property owners, developers, architects, landscape architects and designers in the planning of new projects and major renovations in the City. The Guidelines communicate the qualities and characteristics expected of development in the City. They are intended to promote higher quality design that is sensitive to Dana Point's natural setting, surrounding environment and community design goals. The Guidelines are used by City Council, Commissions, and City Staff as adopted criteria for the review of development proposals subject to discretionary design review.

URBAN DESIGN GOALS AND POLICIES

The goals and supporting policies relating to Urban Design establish the overall framework for the concepts discussed in the Urban Design Plan. These goals and policies address specific issues and opportunities that will enable the community to develop in accordance with highest design quality possible.

CITYWIDE VISUAL LINKAGES

Dana Point's public beaches, parks, coastal lookouts and scenic attractions form one of the most spectacular collections of public open space in Southern California. Most of the City's residential neighborhoods are of similar quality and character.

Dana Point's overall image needs to be brought up to the quality of its best parts. Clearer positive visual and circulation linkages between the City's resources are needed, especially along primary streets. This can be accomplished by focused landscape, graphic, lighting and public art improvements in high-visibility places.

GOAL 1: Create Citywide visual linkages and symbols to strengthen Dana Point's identity as a city.

Policy 1.1: Develop citywide linkages through landscaping and lighting along major street corridors. (Coastal Act/30251)

Policy 1.2: Improve the visual character of major street corridors.

Policy 1.3: Make focused improvements at major City entrance points such as landscaped open space and signage.

Policy 1.4: Preserve public views from streets and public places. (Coastal Act/30251)

Policy 1.5: Develop the Blufftop Trail from Monarch Beach to Doheny State Park. Final designation of the trail alignment through the Headlands shall be determined through the Specific

Plan for the Headlands. (Coastal Act/30210, 30212)

Policy 1.6: Develop a citywide public signage system with identity and directional graphics to mark public places, recreational opportunities and principal attractions.

Policy 1.7: Initiate a program for public art.

THE COMMUNITIES OF THE CITY

The City's residential neighborhoods are, with few exceptions, stable and well-maintained. They offer a variety of dwelling types from modest, older single family dwellings and apartments to newer luxury custom homes and condominiums. Since the City developed as an incremental series of land subdivisions built over the years without an overall comprehensive plan, most residential neighborhoods are self-contained, with access to a major arterial street but without linkages to adjacent neighborhoods. This pattern reduces through traffic and provides quiet residential streets, but also lessens the sense of community felt Citywide.

In older neighborhoods of Capistrano Beach and "The Lanterns" residential area, the proper size, bulk and height of new infill development is an issue. Escalating land values have encouraged oversized houses and additions. The demolition of older, modest houses, and their replacement with large scale homes has, in some areas, created a discontinuous urban design. This is an issue in most older southern California residential areas, especially along the coastline.

GOAL 2: Preserve the individual positive character and identity of the City's communities.

Policy 2.1: Consider the distinct architectural and landscape character of each community. To the maximum extent feasible, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreational uses. (Coastal Act/30251)

Policy 2.2: Adopt development standards and design guidelines for commercial areas that reflect the individual character

of each community.

Policy 2.3: Improve public places and recreational facilities as focus points for each community. (Coastal Act/30213)

Policy 2.4: Establish a program to preserve buildings and sites of historical and architectural significance.

Policy 2.5: Encourage neighborhood street landscaping programs to improve the quality of public spaces in residential areas.

THE DANA POINT TOWN CENTER

At the present time, the Town Center does not have an environment or image that draws residents or visitors, nor does the Town Center work well as a "shopping district" where businesses benefit each other from an overall collective strength. Instead, the Town Center functions and feels like a roadside or "strip commercial" environment with many small separate commercial buildings and shopping centers that are poorly linked. The Pacific Coast Highway - Del Prado couplet, accompanied by high traffic speeds, has contributed to this problem. The small parcel sizes, lack of consistent site design patterns, diversity of building types and setbacks, and barren quality of the streetscapes intensify the problems. There are some examples, however, that provide potential ideas for the future. The Plaza works well as a focus and pleasant pedestrian space - more environments like this can be created in the Town Center. San Juan Avenue presents a significant opportunity to create this additional pedestrian focus.

The future of the traffic system will be fundamental to developing site planning and building design guidelines that integrate the area. A major investment in public amenities (street trees, wider sidewalks, parking and side street improvements) will be necessary to transform the area's image and create stronger linkages between the blocks.

GOAL 3: Improve the Town Center as one of the City's primary shopping districts with a small town "village" atmosphere.

Policy 3.1: Increase the Town Center's economic vitality and its contribution to the City's economic development goals.

Policy 3.2: Reduce the disruptive and negative impact of traffic movements and high traffic speeds in the Town Center.

Policy 3.3: Improve pedestrian opportunities and create an attractive pedestrian environment within the Town Center. (Coastal Act/30250)

Policy 3.4: Encourage mixed-use development in selected areas of the Town Center.

Policy 3.5: Develop a parking concept that emphasizes shared parking facilities.

Policy 3.6: Create safety buffers of street trees, planters and street furniture between pedestrian walks and the street along both Pacific Coast Highway and Del Prado. Provide widened sidewalks with a special Town Center streetscape design.

Policy 3.7: Develop pedestrian courtyards and other outdoor spaces with planting and street furniture.

Policy 3.8: Encourage pedestrian-oriented building frontages with shops opening to the public sidewalk, and encourage a minimum amount of retail uses on the first floor.

PUBLIC SPACES

A wide variety of recreational and scenic opportunities are available to the public along the City's 6-1/2-mile coastline. Except for a few key locations, public access to the water's edge is excellent. Public places on the coast include Doheny State Beach, Capistrano Beach Park, Dana Point Harbor, Dana Strand Beach and Salt Creek Beach Park.

A unique sequence of parks and lookouts on the coastal terrace above the water offer spectacular views of the ocean and Dana Point Headlands. Pines Park, Gazebo Park, Leyton Park, Lantern Bay Park, Heritage Park, Blue Lantern Overlook and Salt Creek Beach Park are an extraordinary collection of public viewing and recreational settings. The "Blufftop Trail" from

the Headlands to Doheny State Beach is an excellent concept which appears to be successfully taking shape. Future development of remaining coastal sites, especially the Headlands, raises many issues of public access and presents opportunities for additional public open space.

GOAL 4: Maintain and enhance the City's public spaces and resources.

Policy 4.1: Create a new Civic Center as a focus point of the City.

Policy 4.2: Realize the opportunity for public open space throughout the City.

Policy 4.3: Develop stronger pedestrian, bicycle and visual linkages between public spaces and to and along the shoreline and bluffs. (Coastal Act/30210, 30212)

Policy 4.4: Encourage development of community cultural and recreational facilities. (Coastal Act/30213)

Policy 4.5: Protect and enhance existing public views to the ocean through open space designations and innovative design techniques. (Coastal Act/30251)

Policy 4.6: Preserve and maintain existing public accessways, and existing areas open to the public, located within visitor-serving developments in the coastal zone. (Coastal Act/30210, 30212)

Policy 4.7: Prohibit the conversion to exclusively private use of existing visitor-serving developments open to the public within the coastal zone. (Coastal Act/30210, 30213)

DESIGN QUALITY

Dana Point's commercial districts need stronger design coordination, improved circulation linkages, enhanced outdoor pedestrian spaces and higher-quality architecture that creates more attractive settings for shopping, entertainment and public gathering.

GOAL 5: Achieve design excellence in site planning, architecture, landscape architecture and signage in new

development and modifications to existing development.

Policy 5.1: Adopt comprehensive Design Guidelines for the review of all new non-residential and multi-family development in the City.

Policy 5.2: Encourage site and building design that takes advantage of the City's excellent climate to maximize indoor-outdoor spatial relationships. (Coastal Act/30250)

Policy 5.3: Encourage buildings and exterior spaces that are carefully-scaled to human size and pedestrian activity.

Policy 5.4: Encourage outdoor pedestrian spaces, sidewalks and usable open space in all new development.

Policy 5.5: Promote extensive landscaping in all new projects while emphasizing the use of drought-tolerant plant materials.

Policy 5.6: Encourage aesthetic roof treatment as an important architectural design feature.

Policy 5.7: Consolidate adjacent parking lots, without reducing the number of parking stalls, in order to decrease the number of ingress and egress points onto arterials. (Coastal Act/30210, 30252)

DOHENY VILLAGE

Doheny Village has an excellent strategic location at the Interstate 5 entrance to Dana Point. Opportunities for commercial, office and light industrial businesses can help the City work toward its economic development goals. The self-contained mixed-use nature of the village, combining multi-family housing with small businesses, is also a unique quality that can attract future investment and improvements.

GOAL 6: Develop Doheny Village as a unified and improved neighborhood of retail shopping, light industrial, offices and multi-family components.

Policy 6.1: Improve Pacific Coast Highway and Doheny Park Road as aesthetic entrance boulevards to the City.

Policy 6.2: Unify new commercial development through design concepts for consistent building setbacks, landscaping architecture and signage.

Policy 6.3: Increase Doheny Village's economic vitality and its contribution to the City's economic development goals.

Policy 6.4: Reduce the disruptive and negative impact of traffic movements and high traffic speeds in the Doheny Village area.

Policy 6.5: Improve pedestrian opportunities and create an attractive pedestrian environment within Doheny Village.
(Coastal Act/30250)

Policy 6.6: Encourage mixed-use development in selected areas of Doheny Village.

Policy 6.7: Develop a parking concept that emphasizes shared parking facilities.

MARINE RESOURCES

GOAL 7: Enhance the City's relationship to marine resources.

Policy 7.1: Develop design concepts to address marine and light industrial activities. (Coastal Act/30260)

Policy 7.2: Develop urban design guidelines for open space areas to ensure the protection and display of natural resources.

Policy 7.3: Encourage design concepts to incorporate the City's coastal influence into site and building design.

RELATED GOALS AND POLICIES

A number of policies included in the Urban Design Element represent coastal resources planning and management policies that are part of the City's Local Coastal Program (LCP). Table UD-1 identifies required components or issue areas of the LCP included in the Urban Design Element.

**TABLE UD-1
URBAN DESIGN ELEMENT
LOCAL COASTAL PROGRAM REFERENCE MATRIX**

Required Component/Issue Area (Coastal Act Section)			
*	Shoreline Access (30210-212.5)		Agriculture (30241-242)
*	Visitor Serving and Recreational Facilities (30213)		Soil Resources (30243)
	Water-Oriented Recreation (30220-224)		Archaeological/Paleontological Resources (30244)
	Water and Marine Resources (30230-232)	*	Locating and Planning New Development (30250, 252, 255)
	Diking, Filling and Dredging (30233)	*	Coastal Visual Resources (30251)
	Commercial Fishing and Recreational Boating (30234)		Hazard Areas (30253)
	Shoreline Structures/Flood Control (30235-236)		Public Works (30254)
	Environmentally Sensitive Habitat (30240)	*	Industrial Development and Energy Facilities (30260-264)
* Indicates that the Coastal Act issue areas described in this table are included in the Urban Design Element.			

A number of goals and policies included in the elements support the goals and policies of the Urban Design Element. The supporting goals and policies are identified in Table UD-2.

**TABLE UD-2
URBAN DESIGN RELATED
GOALS AND POLICIES BY ELEMENT**

Urban Design Issue Area	Related Goals and Policies by Element								
	Land Use	Urban Design	Housing	Circulation	Noise	Public Safety	Conservation/ Open Space	Public Facilities and Growth Management	Economic Development
Citywide Visual Linkage	4.6, 5.4, 6.4, 7.2, 7.3					1.6, 1.7, 1.9, 1.10	8.3	5.10	7.3, 7.4
Communities Of the City			2.1, 4.1					5.4-5.7, 5.9-5.12	7.1-7.4
Town Center				1.12-1.16, 4.7, 5.1-5.3, 6.4	2.1, 2.2, 2.4, 2.5			5.9, 5.11	7.1, 7.4
Public Spaces								5.4-5.7, 5.9-5.12, 7.1, 7.4, 8.3	
Design Quality									
Doheny Village				1.5, 1.6, 1.11-1.16, 4.7, 5.1-5.3, 6.4	2.1, 2.2, 2.4, 2.5				6.1, 6.2
Marine Resources						1.16, 1.19			

THE URBAN DESIGN PLAN

The Urban Design Plan consists of two major sections. The first section addresses City-wide Urban Design concepts. This includes the primary elements that contribute to the design character of the City as a whole. The second section focuses on community design concepts for the Capistrano Beach, Dana Point, and Monarch Beach portions of the City. The Urban Design Plan concepts illustrate how the goals and policies can be applied to specific areas of the City. The figures and illustrations are indicative of concepts only, and are not intended (or interpreted) to establish a specific standard or requirement.

CITYWIDE URBAN DESIGN CONCEPTS

The Natural Setting

Dana Point's spectacular natural setting forms one of the most memorable arrangements of sea and landform in Southern California. Its geographical location is marked by the "Headlands" and coastal bluffs. The Headlands is one of the most prominent features of the Southern California coastline between Point Loma and the Palos Verdes Peninsula. The City's favorable southwestern aspect orients toward Capistrano Bight, a subtle bend in the coastline which defines a shallow bay between Dana Point and San Mateo Point to the south. Santa Catalina Island is prominent as a scenic landmark visible on the open ocean to the west.

Dana Point and its southern neighbor of San Clemente both derive their community identities from their coastal locations, although each City's development history has interpreted the coastal setting in different ways. Dana Point, from its early history as the harbor for Mission San Juan Capistrano and visit by Richard Henry Dana, has emphasized its maritime identity as a place to engage the sea.

Dana Point Natural Setting

Elements of the Natural Setting:

The Dana Point Headlands and Bluffs

The landforms of the Headlands and coastal bluffs are the most prominent natural features of the City. They are visible from the region's coastline and coastal hillsides from a distance of up to 30 miles. Public views and pedestrian access to the bluffs are significant urban design and public resources of the City.

Urban Design policies and concepts guiding development of the Headlands are:

- Minimize alteration of existing topography of the Headlands to measures necessary for public safety and to accommodate a development program consistent with the General Plan and Headlands Specific Plan.
- Require setbacks of buildings and site improvements from the bluff faces which will assure public and structural safety, consistent with detailed geotechnical report recommendations.
- Encourage building forms that maintain a low profile and are visually integrated with the landforms.
- The significance of and treatment of existing ridges, knolls, canyons and vegetation on the Headlands and bluffs should be determined in the Headlands Specific Plan, EIR, and

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Resource Management Plan documents.

- Require all private development and public improvement proposals which have potential to impact public views of the Headlands and bluffs to submit detailed studies of view impacts. All development along the City's coastline, as well as several locations in the Dana Point Town Center and Monarch Beach areas, have potential to affect public views of the Headlands and bluffs.

The Beaches

Salt Creek Beach

Dana Point's coastline is unique in the diversity of its beaches. Capistrano Beach, Doheny State Beach, Dana Strand Beach and Salt Creek Beach each have a distinct character formed by surf conditions, orientation, views, landform background and access pattern. Capistrano Beach, Doheny State Beach and Salt Creek Beach are all publicly owned facilities operated by State or County agencies. Dana Strand Beach is a privately owned property. Most of the beaches enjoy wide strands that provide excellent public access along the water's edge. Urban design policies and concepts guiding development along the beachfront are:

- Require future built improvements adjacent to the beaches to consider the natural topography of the coastal terraces, embankments and bluffs as an integral part of the beachfront natural and visual setting. Development should protect existing natural features and be carefully integrated with landforms, emphasizing low profile building forms, retaining walls and other improvements that do not detract from the

natural setting of the beach.

- Some older insensitive beachfront development has marred the natural setting and blocked public views to the ocean. Future improvements or modification of previously-developed sites should strive to restore the appearance of the natural setting and open additional public views to the water. Opportunities to restore the appearance include:

Sensitive development of the old Mobile Home Park above Dana Strand Beach according to a Specific Plan for the Dana Point Headlands.

Encourage opening selective views to the ocean from the Pacific Coast Highway.

San Juan Creek and Salt Creek Basins

San Juan Creek and Salt Creek divide Dana Point's land mass into three components which nearly concur with the communities of Capistrano Beach, Dana Point and Monarch Beach. The creek basins and intervening ridgelines give physical definition to the communities. The creek basins form visual corridors to and from the inland landscape of hillsides and ridges.

San Juan Creek's history is closely linked to Mission San Juan Capistrano. Historically, the creek provided irrigation for the farmland around the Mission and a trail to the small harbor. Although the flood control channel destroyed the natural appearance of the creekbed, the hiking/biking path to San Juan Capistrano is an important recreational resource. Urban design policies and concepts guiding development near the creek basins are:

- Future development of the land between the San Juan Creek channel and Santa Fe tracks shall provide an open space corridor for hiking and biking along the east channel edge. The corridor should be landscaped primarily with native riparian vegetation.
- Salt Creek and its surrounding basin has retained its open space character by location of The Links at Monarch Beach and adjacent Salt Creek regional open space, hiking and biking trail. Site planning, architecture and landscaping for the proposed Monarch Beach Resort development should

contribute to the open, spacious feel of the valley.

The Capistrano Beach Palisades

Most of Capistrano Beach lies on a coastal terrace rising to approximately 200 feet above sea level at the Interstate 5 Freeway. The bold line of cliffs (Palisades) along Pacific Coast Highway define the character of the beachfront and create exceptional views of the water from the residential neighborhoods on the terrace. Major issues in the area are erosion and stability of the bluffs, preservation of views of the bluffs from Pacific Coast Highway through the new developments on the inland side of the highway, and public views from the bluff top to the coast. Urban design policies and concepts guiding development along the Capistrano Beach Palisades are:

- New developments on the inland side of Pacific Coast Highway should preserve occasional open spaces to view the bluffs, avoiding a solid building line against the bluffs.
- There is potential for selective revegetation with native species on some of the bluffs and in the finger canyons along the Palisades. However, no further development or alteration of landforms should occur in the canyons.

Visual Linkages and Identity

Strengthen Dana Point's identity as a City by creating strong visual linkages with unifying design elements on major street corridors.

**Potential visual linkage. Planting on The Pacific
Coast Highway, Monarch Beach**

Dana Point's image, character and identity are highly dependent upon the design quality of its streets. The City's streets are the most visible part of the public environment, experienced daily by all residents and visitors who move about the City. The street system provides public spaces for walking and biking, scenic opportunities, and visual-symbolic linkages between open spaces, public facilities, neighborhoods and shopping districts.

Many of Dana Point's streets offer spectacular panoramic views toward the ocean. These view opportunities form an important part of the City's coastal identity, and are important scenic resources to be preserved.

Improvement of the City's street character requires the implementation of several design related elements including:

- Street trees and landscape "focus areas" along important thoroughfares.
- Improved pedestrian and bicycle opportunities connecting public parks, recreational facilities, scenic attractions, schools, residential neighborhoods and commercial districts.
- City identity graphics with directional signage marking public places.
- City entrance markers.
- Pedestrian-oriented lighting in special locations and districts.
- Preservation of public view corridors.
- Design guidelines for private property development to promote a coherent design character while allowing flexibility to encourage creative efforts.

Landscape Corridors

Initiate a program of street tree planting.

Crown Valley Parkway

The importance of a comprehensive street landscape program to Dana Point's image increases with the City's build-out and resulting loss of natural open spaces to development. Street trees

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can play an important role in defining three-dimensional space in the City. The value of boulevard plantings, and groves of trees in parks and open spaces, is both psychological and physical. A high-quality landscape is usually associated with higher value communities and is seen as an indication of the quality of life and the value of real estate.

An ambitious street tree program, phased over a ten-year period, can provide visual structure and design continuity along the City's most visible public thoroughfares. Fortunately, Dana Point has examples of recently-planted streets that provide a model for the future. Recent improvements to the Street of the Golden Lantern, Crown Valley Parkway and Pacific Coast Highway northwest of the Street of the Blue Lantern, illustrate what can be accomplished citywide.

Appendix "A," "Dana Point Landscape Corridors," gives an Inventory of the City's major street corridors with Recommended Improvements. The Recommended Improvements are categorized according to the different arrangements of street, sidewalk and landscape edges in the City.

Appendix "B", developed in conjunction with the Design Guidelines, provides selected tree species for the City's designated Landscape Corridors, and general recommendations for other streets in the City. Both appendices to this Element are contained in the General Plan Appendix.

Implementation of the street tree program will require site specific surveys of existing right-of-way conditions, utility locations and preparation of detailed planting plans for each street segment to be completed. Recommended improvements on Pacific Coast Highway will require cooperation and approval of CALTRANS.

Figure UD-1
Landscape Corridor

Landscape Focus Areas

East Couplet Entrance Landscape Focus

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Additional planting in small, highly-visible focus areas throughout the City can strengthen the landscape character of the City and street system. Clustered planting in these areas present an opportunity for flowering shrubs and trees. Opportunities for such plantings include:

- Business district gateway landscaping at the east and west entrances to the couplet at the Dana Point Town Center and the north and south entrances to Doheny Village along Doheny Park Road (at Camino Capistrano and the Route 1 Freeway interchange).
- The northwest corner of Doheny Park Road and Pacific Coast Highway.
- Viewpoints and gateways or other locations on the Headlands site along Pacific Coast Highway.
- Harbor Gateway landscaping at all four corners of the intersection of Pacific Coast Highway/Del Obispo-Harbor Drive, as properties are renovated.
- Selected locations on the scarred hillside edges along the north side of Pacific Coast Highway, between the Street of the Crystal Lantern and the Street of the Copper Lantern.

Neighborhood Street Tree Planting

Local neighborhood street tree planting organized by property owners and homeowners' associations is encouraged throughout the City as a means of improving the quality of residential neighborhoods. The City will work with organized groups to assist with technical advice and the issuance of permits for right-of-way planting. The funding of improvements and maintenance is the responsibility of homeowners or the homeowners' groups.

Las Palmas Neighborhood

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Walking and Biking Linkages

Improve walking and biking opportunities between public parks, community facilities and scenic attractions throughout the City.

Heritage Park. Pedestrian and Biking Linkage to Doheny State Beach

Dana Point's parks, open spaces, beaches and scenic lookouts are among the finest in Southern California. They need to be more clearly linked, physically and perceptually, to encourage pedestrian and biking circulation, and less use of the automobile.

The Blufftop Trail, which will eventually connect the Dana Point Headlands to Doheny State Beach, is an excellent example of the desired concept.

In addition to completion of the City's bikeway system, more pedestrian walks and trails need to be developed, and the pedestrian environment improved in key locations. Opportu-

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nities for pedestrian improvements include:

- Complete the trail from the Dana Point Headlands to Doheny State Beach, and extend the trail northward along Dana Strand Beach to Salt Creek Beach Park and the regional trail system along the Salt Creek Basin.
- Develop an open space corridor with landscape and recreational improvements along the east edge of the San Juan Creek Channel.
- Develop a special graphic signage system to locate and increase awareness of pedestrian and biking paths, including "scenic walks" and "scenic bike rides" throughout the City.
- Improve pedestrian opportunities throughout the City, by completing the "Landscape Corridors" program and adding special streetscape improvements to the Dana Point Town Center and Doheny Village districts.

Street trees, wide sidewalks, street furniture, pedestrian lighting, buildings and signage oriented to the sidewalk, and opportunities to stop at a park or other public place, are all essential to improve the City's pedestrian environment. Landscaping should be provided between the sidewalk and the roadway to protect pedestrians and buildings from traffic.

Figure UD-2
Existing and Proposed Open Space
Walkway/Bike/Trail Opportunities

City Identity Graphics

Develop a citywide identity graphics system to announce and mark the location of public buildings, parks, recreational opportunities, schools, scenic attractions, coastal access points, walking and biking paths, commercial districts, cultural facilities, artistic and historic enhancements, and public parking areas.

Identity Graphics

Entry Monuments

Entry Monuments

Place entry monuments at principal entrances to the City. Emphasize the City's coastal identity, bluffs and visual prominence of the bluffs in the design.

Pedestrian Lighting

Develop pedestrian-oriented lighting in special areas where pedestrian activity is to be focused.

- Use the historic Lanterns unit as the designated lighting fixture throughout the Town Center.

**Historic Lantern Fixture
Dana Point Town Center**

- Develop pedestrian-oriented lighting on Doheny Park Road, between the Route 1 overpass and Camino Capistrano.
- Emphasize pedestrian-oriented site lighting in private development as a means to highlight pedestrian spaces and circulation patterns. Reduce high-masted site and parking lot lighting that contribute to excessive ambient light in the City's night-time sky.
- Develop pedestrian-oriented lighting adjacent to schools, community facilities and other public places with regular or occasional evening use.

Public View Preservation

Preserve public views from streets and public spaces throughout the City, and open new views where opportunities exist.

**Street of the Golden Lantern
View Corridor**

The policy of the City is to protect public views when reviewing new development proposals and public improvement plans. However, the City does not accept responsibility for preserving

private views that may be affected by private development or landscaping.

Salt Creek Beach Park

Design Guidelines for Private Development

Adopt Design Guidelines for private development that emphasize creating a high-quality street character, pedestrian orientation and continuity of design among adjacent developments.

Future development in Dana Point should place primary emphasis on the contribution it makes to the public environment of the City's streets and pedestrian environment. While internally-oriented site and building groups may be developed, this should not be at the expense of public street character.

Key design principles to improve the contribution of developments to public street character are:

- Orientation of principal building elevations toward public streets. Avoidance of blank walls, large parking lots and other elements void of pedestrian and visual interest along the street edge.
- Careful design of building forms as viewed from the street, with particular emphasis on creating building components scaled to human size.
- Design of coordinated visual and circulation linkages between adjacent developments to create design continuity along public streets. Relationships can be drawn from similar building forms, heights, materials, landscape patterns and signage; connected walkways and driveways; and similar site plan arrangements.
- Emphasis on pedestrian orientation and pedestrian opportunities, through widened sidewalks and street-facing plazas, courtyards visible from the street, and richly-planted landscape focus points oriented to the street.
- Provide appropriate landscape buffer between street and pedestrians and building site.
- Provision of landscape buffers between streets and new developments.

Architectural and Landscape Character

Dana Point enjoys an architectural diversity which reflects the stylistic preferences and predominant building types which have evolved over its 75-year built history. The City's earliest buildings were simple vernacular fishing shacks and shelters built along the coastline. The earliest permanent buildings were residences designed in a variety of styles, including the Spanish Colonial Revival, which became popular in California during the 1920's.

The City's communities each share common design elements that provide a subtle continuity to their architecture and landscape:

Capistrano Beach has no single architectural style, but the dense plantings and residential scale of the neighborhood present an informal character that emphasizes buildings carefully set in the landscape. The area's most successfully designed commercial buildings, such as the Edgewater Inn on the Pacific Coast Highway, continue this residential, informal feel.

The Dana Point Town Center's recent effort to establish an architectural theme has brought some continuity to the area, but architectural style in itself is not enough to accomplish the desired pedestrian orientation and "village" character. Design principles for the orientation of buildings to public sidewalks, provision of landscaped courtyards and other outdoor pedestrian spaces, removal of private parking lots from public view, and the scaling of building elements to human size are needed to build a more unified Town Center that attracts residents and visitors.

Monarch Beach has a more Mediterranean character of architecture and landscape. The area's spacious character and lack of mature vegetation make single building forms more prominent in the landscape. As the area's planting matures, the image will be increasingly dominated by vegetation.

Architecture in Dana Point should emphasize the following basic principles, regardless of location or building function:

- The integration of buildings and outdoor spaces for pedestrian activity is encouraged. The use of courtyards, patios, terraces, balconies, verandas, covered walkways and other defined outdoor spaces for human activity can help provide a rich architectural character that takes advantage of the region's climate, is energy efficient, and is designed for maximum human use.

- Architecture, landscape design and site planning should contribute to the quality and character of the City's streets and public spaces. Each development should be carefully designed to benefit the character of the surrounding neighborhood and form a complementary relationship to neighboring buildings.
- Buildings, planting and site design should promote pedestrian activity and pedestrian emphasis whenever an opportunity exists. Building frontages at the public sidewalk should be designed to maximize pedestrian emphasis and de-emphasize automobile orientation.
- Larger buildings should be designed to reduce their perceived height and bulk by dividing their mass into smaller parts carefully scaled to human size.
- Building forms and elevations should create interesting roof silhouettes, strong patterns of shade and shadow, and integral architectural detail.
- Building signage should be carefully integrated with the site design, architecture, and plantings.

Historic Preservation

Historic Residence in Santa Clara Neighborhood

Development of specific policies and programs to preserve historically and architecturally-significant sites is needed. The City's Historic Preservation program should contain the following procedural steps and elements:

- Adopt a City Historic Preservation Ordinance which establishes City programs for designation, preservation, review of proposed alterations or demolition on designated historic sites, and potential preservation incentives. The City may consider offering zoning and parking variances to make preservation feasible when other alternatives for the revitalization or improvement of a property do not exist.
- Prepare a citywide Survey of Historic Resources to identify potentially-significant historic sites and districts. The Survey should prepare a listing of locally-significant historic resources for official designation by the City. Sites and districts with potential for State or National Register of Historic Places designation should also be identified, and nominations prepared where applicable.

COMMUNITY URBAN DESIGN CONCEPTS

Capistrano Beach

The Residential Neighborhoods of Capistrano Beach

URBAN DESIGN ELEMENT

JUNE 27, 1995

(GPA95-02(c)/LCPA95-08)

Capistrano Beach Residence

The neighborhoods of Capistrano Beach are among Dana Point's oldest and most distinguished residential areas. Several houses with potential for historic designation, such as the Dolph Mansion in Dana Point and Doheny House, are located here. The mature vegetation and distinct street landscape throughout the area create a strong identity. Pines Park, as well as the smaller lookouts at Camino Estrella, Gazebo Park and Louise Leyton Park, provide exceptional ocean views and limited recreational opportunities. Palisades Drive, the neighborhood's only street connecting directly to Pacific Coast Highway, is one of the City's most dramatic visual sequences as it winds down the bluff edge to the beach below.

Urban Design Concepts:

- Preserve the scale and character of the existing residential neighborhoods.
- Maintain existing residential development standards for yard setbacks, minimum lot size and building height. Institute Discretionary Design Review for all multi-family residential development.
- Provide public street tree improvements along Camino Capistrano and Camino Estrella, and encourage neighborhood-organized landscape improvements on other streets.
- Encourage a new scenic lookout along Camino Capistrano, between Camino Estrella and the southern City limit at Del Gado Road.
- Provide additional landscape improvements on Palisade Drive between Gazebo Park and Pacific Coast Highway.
- Promote applicable portions of Calle Hermosa as a pedestrian-oriented mixed use district of small shops, professional services and upper level dwellings.
- Encourage property owners to consider funding pedestrian street light and street landscape improvements.

- ° Buildings in the district should emphasize pedestrian scale and sidewalk orientation in their street frontages.

Pacific Coast Highway in Capistrano Beach

The design character of Pacific Coast Highway is dominated by the continuous wide beachfront and line of coastal bluffs. Existing residences line the beachfront between Camino Capistrano and Palisade Drive. Most commercial development, primarily visitor-serving lodging, restaurants and small shops, is clustered between Palisade Drive and Doheny Park Road. Important Urban Design issues are the scale and character of new commercial development in the area, and completion of pedestrian and bike paths along and across Pacific Coast Highway. Urban design policies for improvements along Pacific Coast Highway are:

- ° Complete pedestrian and bikeway improvements between Camino Capistrano and Doheny Park Road.

Provide walking paths on both sides of the highway and a bikeway on the west side.

- ° Provide landscape improvements on both sides of the highway.

East side: Street trees

West side: Color shrubs in groupings, between the walking path and Santa Fe tracks.

Pacific Coast Highway at Capistrano Beach

- ° For all commercial and multi-family development on Pacific Coast Highway, adopt strong design guidelines that reflect Capistrano Beach's architectural traditions and community character.

Fully-landscaped building setbacks of 20 feet from the front property line.

Larger building masses divided into smaller-scale components. Gabled and pitched roof forms with varying heights

and ridge lines.

Signage integrated with architecture, with wall signs preferred over free standing signs.

Edgewater Inn-Capistrano Beach

- Maintain and improve open views of the ocean from Pacific Coast Highway through Doheny State Beach and Capistrano Beach Park.

Parking lots, landscaping and other improvements should be designed and maintained to maximize coastal view opportunities.

Future improvements on the public beach sites should not block ocean views from Pacific Coast Highway.

Doheny Village

Doheny Village lies at the edge of the gateway to the City from the Interstate 5 Freeway. The district's assets are its close physical proximity to the beach, good freeway access and high visibility.

The mixed-use nature of Doheny Village is unique in the City.

However, Doheny Village needs to develop a more unified character through streetscape improvements and more consistent architectural and landscape design. Opportunities exist to develop stronger pedestrian connections to the beach and the planned hiking/biking path along the edges of the San Juan Creek Channel. Urban design policies for development in Doheny Village are:

- ° Complete sidewalks and street trees on both sides of all streets throughout the Village.

Development Character Doheny Park Road

UD-3

Doheny Park Road Commercial Area

- Improve Doheny Park Road as a major entrance “parkway” to the City and the visual focus of the Doheny Village commercial district.

Planned public improvements include street reconstruction, a planted median, sidewalks and street trees, street furniture, and pedestrian-oriented lighting.

Regular tree planting is recommended with a single dominant tree species to help unify the district's character along public streets and in parking areas. This can be complemented with a variety of ornamental and canopy trees in yards and courtyards. Consider trees common in riparian areas to reflect the creekside setting of Doheny Village.

The San Juan Creek Industrial-Business Area

- Develop the properties between San Juan Creek and the Atchison, Topeka and Santa Fe tracks as a landscaped business park for marine oriented commercial services, light industry, and research and development uses.

New development should provide landscaped open space with dense canopy trees for visual screening of building roofs, parking and service areas.

The parkway adjacent to San Juan Creek shall incorporate the hiking/biking path, native riparian vegetation and trees.

San Juan Creek Channel Hiking/Biking Path at Doheny Village

Emphasize Victoria Boulevard as the primary pedestrian linkage between Doheny Village and San Juan Creek. Study alternatives for pedestrian crossing at the Atchison, Topeka and Santa Fe tracks (surface, subgrade and elevated).

East of Sepulveda

- Improve Doheny Village, east of Sepulveda, as a mixed use neighborhood of multi-family housing, small professional offices, small commercial businesses and studios.

Consider the School District-owned site for public use as a neighborhood park and community building.

Develop additional dense tree plantings along the Route 1 Freeway to improve the buffer between the Freeway and Doheny Village and create a more dramatic entrance sequence to the City. Add more plantings to all Freeway edges and interchange areas.

Dana Point

Pacific Coast Highway Corridor

URBAN DESIGN ELEMENT

JUNE 27, 1995

(GPA95-02(c)/LCPA95-08)

Pacific Coast Highway

Pacific Coast Highway Corridor forms the eastern gateway to the Dana Point Town Center. The long uphill grade of Pacific Coast Highway is a dramatic entry to the Town Center, but the absence of a consistent street landscape and lack of design continuity among private developments communicate the image of a highway-oriented commercial strip. The objective for the area is to unify the public streetscape and private developments.

Urban Design Concepts for Pacific Coast Highway:

- ° Provide widened sidewalks and consistent street tree planting along the highway edges to unify the area's image and develop an improved environment for pedestrians.

- The Del Obispo Road-Pacific Coast Highway intersection is a visual focus of the area and entry to Dana Point Harbor. Future revitalization of the four corner properties should dedicate public easements at each corner for public landscape features that distinguish the intersection.
- Site planning of private properties should minimize driveway entrances on the highway. Adjacent developments are encouraged to use shared driveway entrances and develop internal circulation linkages when feasible. Surface parking areas should be located to the rear or sides of buildings.
- General architectural, landscape and signage design principles defined for the City will help create stronger design continuity among new private developments.

The Dana Point Town Center

Pacific Coast Highway looking Northwest

Revitalization of the Dana Point Town Center is a high priority design and economic development goal of the City. The Town Center's future is closely linked to the need to manage traffic on Pacific Coast Highway and Del Prado, a program that will require the cooperation of CALTRANS. The primary goal of the area is to create a compact pedestrian-oriented village with a "small town" atmosphere and a mix of uses serving both residents and visitors. The Town Center should become one of Dana Point's central business districts and a public gathering place for entertainment, restaurants and shopping.

Urban Design Concepts for the Dana Point Town Center:

Public Spaces and Streetscape:

- Improve pedestrian opportunities throughout the Town Center with widened sidewalks, regular street tree planting, street furniture, pedestrian-oriented lighting, and building frontages oriented to the sidewalk.
- Develop landscape entrance features at each end of the Town Center.

West Town Center Entrance

- Develop stronger pedestrian and visual linkages from the Town Center to the Blufftop Trail public lookouts and Heritage Park. Emphasize regular tree planting on all connecting streets and directional graphics to guide pedestrians to the trail and public open spaces.

Figure UD-4
Dana Point Town Center

Figure UD-5
View of Dana Point Town Center

- ° Create a new pedestrian-oriented shopping focus on San Juan Avenue. Promote new infill buildings on existing parking lots. Develop widened sidewalks, pedestrian-oriented lighting, street furniture and public art, with small shops, restaurants and commercial services oriented to the sidewalk.

SAN JUAN AVENUE PEDESTRIAN FOCUS

1. Pedestrian passage from Pacific Coast Highway to San Juan Avenue.
2. Pedestrian improvements to San Juan Avenue:
 - Widened sidewalks
 - Regular street tree planting
 - Street furniture
 - Pedestrian scaled lighting
 - New buildings oriented to sidewalk and pedestrian spaces.
3. New development opportunities on properties flanking entrance to La Plaza.

Architecture in the Town Center

The

The most important principles for future architecture in the Town Center is to emphasize creating a strong pedestrian orientation and carefully scaling building elements into small parts that relate to human size.

- ° Provide pedestrian-oriented building frontages with ground-level shops and other active uses at the sidewalk. Outdoor pedestrian

spaces such as courtyards, patios, covered walkways, porches and balconies are encouraged in all new private developments.

- Divide large building masses into smaller elements that reflect a village feel and scale. Informal proportions and composition are encouraged.
- Permit building heights up to 3 stories, provided the third story is stepped back along the primary street frontage.
- Pitched and gabled roof forms are encouraged.
- Wood siding painted in earth tone colors is encouraged as a primary wall material, but other materials and colors may be acceptable if the building is carefully-scaled to the pedestrian, is compatible with neighboring buildings, and is sensitive to the informal village character desired for architecture in the Town Center.

Design policy in the Town Center has encouraged an architectural character derived from seacoast villages. While this vocabulary is encouraged in new development, other design approaches may be acceptable if they achieve sensitively-scaled buildings that contribute to an improved pedestrian environment and village atmosphere.

La Plaza

- Strengthen the Plaza area as a center of neighborhood shops and services. Potential redevelopment of the west side of La Plaza presents an opportunity to define the public space with a two story building of ground level shops and upper level offices or dwellings.

- Promote redevelopment of the northwest (Chevron) and northeast (old Post Office) corners of La Plaza and Pacific Coast Highway.

Parking in the Town Center

Create a parking district for public parking and study potential locations for additional public parking including structures and lots. Consider reduced on-site parking requirements and institute an in-lieu fee program to finance public parking facilities when minimum standard on-site parking requirements are not met.

The Santa Clara Avenue Neighborhood and Blufftop Trail

Amber Lantern Lookout

The Santa Clara Avenue neighborhood is a small unique residential enclave between the Harbor and Town Center. The neighborhood is noted for its well maintained and historic houses, public lookouts and spectacular views to the ocean.

URBAN DESIGN ELEMENT

JUNE 27, 1995

(GPA95-02(c)/LCPA95-08)

Several newer multi-family projects have been developed in the neighborhood to diversify and compliment the area's older single family character. The recent development of a portion of the Blufftop Trail has successfully pioneered one of southern California's most unique and significant open space resources.

- Where possible, complete the missing links of the Blufftop Trail between the Headlands and Doheny State Beach. Since existing single family homes prohibit a continuous bluff edge easement between The Streets of the Blue and Amber Lanterns and between Streets of the Violet and Old Golden Lantern, develop pedestrian improvements (street trees, benches, bike lanes, and graphic markers) along Santa Clara Avenue to continue the trail.

The Dana Point Harbor

The City of Dana Point is the local agency responsible for general planning and zoning of the Dana Point Harbor. The County of Orange has management responsibility for the Harbor. However, as a part of the City of Dana Point, the City and the General Plan have an active role in shaping the Harbor's future improvement and development.

Dana Point Harbor Drive, with its plantings, recreational spaces and views of the bluffs, provides a dramatic open space corridor along the Harbor edge. The following pedestrian connections in the Harbor area need to be strengthened:

- Improve the pedestrian linkage between the Harbor and Dana Point Headlands along Cove Road.
- Create a stronger pedestrian linkage and design orientation between the Harbor and Doheny State Beach. Improve the pedestrian and bike paths.

The design of buildings and parking areas in the Harbor district needs to give greater attention to the unique waterfront setting.

- Future buildings and building additions should form compact clusters located along the water's edge, in the same manner as historic dockside and marine development. Freestanding buildings surrounded by parking lots should be avoided.

- The visual impact of parking lots and trailer storage areas needs to be reduced. Visitors to the Harbor should view landscape and buildings, with parking and boat storage areas screened by vegetation, low walls and buildings.

The Dana Point Headlands

The Dana Point Headlands form the City's most precious land resource. Urban Design objectives for development on the Headlands are:

- Preserve a continuous open space corridor along the coastline, providing full public access to the bluff edge and coastal views.
- Connect the Blufftop Trail to the Headlands, and extend the trail to Dana Strand Beach and Salt Creek Beach Park.
- Preserve the relative height and visual prominence of the ridge top near Pacific Coast Highway as permanent open space, and consider the ridge top for location of a public park.
- Develop a landscaped open space corridor along Pacific Coast Highway, preserving the perception of the Headlands as being predominantly open land.
- Future buildings on the Headlands should be carefully integrated with existing landforms, maintaining a visual profile that causes minimum disruption of public ridgeline views.

The Lantern Residential District

The Lantern District is a relatively high density neighborhood of single family, duplex and multi-family dwellings north and inland of the Dana Point Town Center. The area's close walking distance to the Town Center, view corridors to the ocean along streets, and strong neighborhood identity are assets. Needed urban design improvements are:

- Upgrading of infrastructure. Many streets and alleys need reconstruction, and several missing sidewalk segments need to be completed.
- The entire area would benefit from a neighborhood-organized street landscape effort, provided that view corridors to the ocean are not obstructed. Public street tree improvements on La Cresta Drive and Selva Road are especially needed.
- Stronger code enforcement to correct dilapidated and poorly-maintained properties which degrade positive neighborhood identity.

Monarch Beach

The Ritz Carlton at Monarch Beach

Monarch Beach has a dramatic setting focused on the Pacific Ocean and Salt Creek Basin. The area has benefitted by master planning and more current development standards. Salt Creek Beach Park, Dana Strand Beach and The Links at Monarch Beach give the community an outdoor recreation emphasis. The most prominent landmark is the Ritz Carlton Resort Hotel, soon to be accompanied by the Monarch Beach Resort.

Monarch Beach has few Urban Design issues due to its newness and quality of recent planning efforts. Planned Urban Design improvements are:

- Completion of the Salt Creek regional trail from Laguna Niguel to Salt Creek Beach. Construction of a public beach building at Salt Creek Beach.
- Stronger development standards that provide carefully-sited and designed projects that fit the existing topography, minimizing mass-grading and large engineered flat pads.
- Completion of roadside landscaping, walkways and bike paths along Pacific Coast Highway.
- Provide public improvements to Sea Terrace Park.

APPENDIX A. DANA POINT LANDSCAPE CORRIDORS

Appendix A lists the City's major street corridors where public landscape improvements are to be focused.

Existing sidewalk and street tree planting and conditions are noted. Designed sidewalk and street tree standards are categorized according to the various configurations that exist or are proposed. Drawings of the standards (A through I) are given on the following pages.