



VISIONING FRAMEWORK

July 18, 2023





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INTRODUCTION AND PURPOSE



INTRODUCTION AND PURPOSE



The City of Dana Point has embarked on a significant effort to update its General Plan. Originally adopted in 1991, the General Plan is over 30 years old and is poised for an update that captures current trends and needs, embraces the rich history of Dana Point, leverages its striking coastal location, fosters economic health and prosperity, and strengthens its unique sense of place.

The General Plan update process has been segmented into two phases: visioning and plan development. The intent of the visioning phase of the General Plan update is to capture the community's collective vision and thoughts to develop a framework to guide the future of Dana Point. Between the months of September 2022 to May 2023, the City of Dana Point planned, developed, and implemented a robust community-based participatory process to help inform the visioning phase.

Accessible and meaningful communication tools and in-person and virtual engagement activities were designed and deployed to reach a wide range of community members to understand their needs, interests, and priorities. Information was collected digitally and through in-person conversations including engaging pop-up outreach conducted at well-attended events, a community workshop that included multiple interactive stations, and a multi-faceted project website that hosted a suite of virtual education and feedback tools (questionnaire and interactive map), among other events and techniques. After the City of Dana Point completed the extensive activities and captured all comments received, a Summary of Engagement Efforts has been prepared. The Summary of Engagement Efforts (available under separate cover) presents a comprehensive and transparent compilation of the public input received as part of the visioning phase.

The purpose of this document, the Visioning Framework, is to distill the input received from the community as part of the visioning phase to help shape and inform the upcoming plan development phase of the General Plan update. The Visioning Framework draws upon the Summary of Engagement Efforts to help guide the policies, procedures, and priorities of the next version of Dana Point’s General Plan.

This document includes a vision statement, a set of guiding principles, and a series of key topics and themes. The vision statement aims to capture the core identity and aspirations of Dana Point. The guiding principles included in this document are meant to set expectations and provide guideposts for the plan development phase. Subsequent sections describe main topics and associated themes heard throughout the engagement process and are organized according to the appropriate General Plan element topics. Comments may overlap between General Plan element topics, which underscores the interrelationship between identified community issues and priorities.

As the visioning phase reaches its culmination, the City of Dana Point begins the preparation for the next phase of the General Plan update, which is plan development. The Visioning Framework included in the following pages will provide guidance and inspiration for future discussion and analysis to take place as part of the General Plan update efforts.



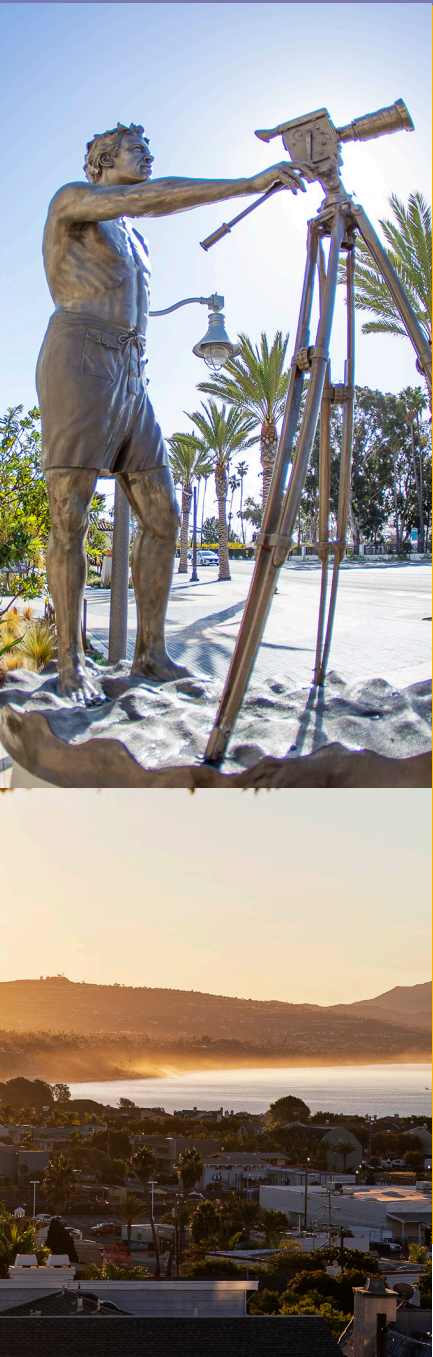


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VISION STATEMENT AND GUIDING PRINCIPLES

VISION STATEMENT AND GUIDING PRINCIPLES

Reflecting what community members value most about Dana Point, the vision statement and guiding principles provide direction for Dana Point’s future and introduce key ideas to be addressed in the General Plan update. The guiding principles serve as touchstones to guide development and consistency of goals, policies, and implementation programs in alignment with the overarching vision. The vision statement and guiding principles are augmented by specific topics and associated themes described in subsequent sections of the Visioning Framework document.



VISION STATEMENT

Dana Point is a coastal community that sets the standard as a vibrant, world-class place. Our vision is a city rooted in a strong sense of community, with a connection to the ocean, that celebrates our heritage and cultural diversity. We envision a City with responsible development, public safety, a healthy economy, and environmental stewardship ensuring that Dana Point remains a coastal haven for residents and visitors.

GUIDING PRINCIPLES

Land Use and Context

Ensure context-sensitive development and a balanced mix of land uses that respond over time with appropriate intensities and scale.

Mobility and Connectivity

Promote a safe, efficient, and coordinated multimodal network that improves community connectivity to meet the needs of all users.

Natural Resources and Conservation

Protect, manage, and enhance open spaces, beaches, and natural assets balancing human needs and environmental considerations.

Economic Vitality

Foster a resilient local business economy that adapts to market trends and caters to the needs of both locals and visitors.

**“A TOWN WITH DIVERSE BUSINESS,
FOOD, ENTERTAINMENT.”**

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“MAINTAIN A COASTAL TOWN VIBE.”

Innovation

Embrace advanced technology solutions that support sustainability, economic development, public services efficiency, and community goals.

Recreation

Expand recreational opportunities that take advantage of the unique natural setting and address a range of community interests and needs.

Arts and Culture

Integrate a mix of cultural events, music, and art that celebrates Dana Point’s heritage and strengthens community identity.

Public Spaces

Create inviting and safe streetscapes and public spaces that bring people together and build community.

Public Safety

Establish and maintain services that ensure a safe, healthy, and comfortable environment for residents.

Tourism

Benefit from tourism in a way that supports the local economy, values connections with the community, and respects Dana Point’s natural assets.





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LAND USE



LAND USE

The Land Use Element is a State-mandated element of a general plan for all cities and counties, and is required to designate the proposed general distribution, general location, and extent of envisioned land uses. The Dana Point General Plan Land Use Element presents the City's goals and policies regarding land use for the long-term growth, development, and revitalization of the City. The Land Use Element indicates the location, density, and intensity of future development for all land uses city-wide and aims to achieve a balanced mixture of land uses, and compatibility between them. For Dana Point, the existing General Plan provides policy guidance specific to the development of the Headlands, the Town Center, the Doheny Village, and Monarch Beach. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments related to the appropriate type and scale of future land uses will continue to inform community dialogue on land use and development topics as Dana Point evolves.



Development Considerations

- Address differing preferences in the level and types of development through further conversation and engagement.
- Continue to work with community and developer interests to find thoughtful solutions for revitalization and growth.
- Evaluate the intensity and rate of development to ensure it supports a sustainable and feasible approach.
- Regulate the bulk, scale, and uses of new development for compatibility with Dana Point's small town, coastal character.
- Support and incentivize the incorporation of sustainable and energy efficient strategies.

Opportunity Areas

- Evaluate incorporating different or additional allowable uses for vacant and underutilized properties to facilitate their revitalization.
- Support the revitalization of Doheny Village to leverage opportunities for restaurants, entertainment, and local serving uses.
- Continue coordination with the County of Orange regarding the Harbor revitalization to optimize community benefits for locals and visitors.
- Implement the vision for Town Center as part of new development.
- Support a mix of uses that allow for additional retail and dining options in Capistrano Beach.
- Develop strategies to reposition retail and office commercial centers over time to respond to market trends and community needs.

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“A CONNECTED AND ADAPTIVE COMMUNITY THAT PROVIDES A WIDE SET OF OPTIONS TO MOVE, PLAY, CONNECT, AND CREATE.”

Balanced Uses

- Seek to achieve a balance between residential and commercial uses that facilitates the availability of services and amenities for residents, as well as provides patrons from residential uses for local businesses.
- Encourage diverse and unique dining, retail, and entertainment options.
- Evaluate market trends to explore potential to redesignate undeveloped and underutilized industrial properties.
- Adapt to expanded tourism while maintaining priority on local businesses and residents.

Open Space

- Provide additional community-serving passive and active recreation opportunities.
- Identify opportunities for additional community-serving facilities that provide a wide range of recreation such as sport fields and community pool.
- Expand open space linkages, including trails and greenways, to enhance connectivity between uses and access to natural assets.

Public Realm

- Strengthen public space treatments and amenities as part of proposed development that connect with surrounding land uses.
- Incorporate outdoor spaces that are family-oriented and dog-friendly.

“I SEE A LOT OF LOTS THAT HAVE BEEN DESIGNATED FOR BUILDING, BUT HAVE NOT YET BEEN BUILT. I THINK IT’S ENOUGH FOR NOW. ”

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URBAN DESIGN



URBAN DESIGN

The Dana Point General Plan Urban Design Element aims to improve the image, character, and quality of life of the City. The Urban Design Element includes policies and design concepts for public improvements, physical form, character of new private development, and preservation of the natural setting. The Urban Design Element consists of two major sections, the first section addresses citywide urban design concepts, and the second section focuses on community design concepts for distinct areas of the City. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received as part of the visioning phase related to suggesting improvements in the public right-of-way, appropriate bulk and scale of development, enhancing the pedestrian experience, and providing attractive and functional spaces for gathering.



Livability and Public Safety

- Prioritize beautification and streetscape enhancement improvements that support livability and economic vitality.
- Expand lighting fixtures available in public spaces to support safety and accessibility.
- Minimize spillover lighting through proper design and placement of light fixtures.
- Reimagine public rights-of-way to enhance pedestrian and bicycle connectivity, which may include wider sidewalks, separated bicycle lanes, and/or multi-purpose paths, while balancing the needs of all users.
- Design street retrofits that incorporate enhanced pedestrian and bicycle facilities.

Public Spaces

- Seek opportunities to incorporate art into the public realm that embraces Dana Point's heritage and strengthens community identity.
- Improve and expand amenities in public spaces to provide areas for locals and visitors to sit, gather, and enjoy.
- Design public spaces with flexibility to adapt to a diverse range of activities and needs.
- Identify expanded opportunities within the public right-of-way for outdoor entertainment and community events, such as live music and farmers markets.
- Encourage the incorporation of community- and neighborhood-serving open spaces such as pocket parks, community gardens, and plazas.

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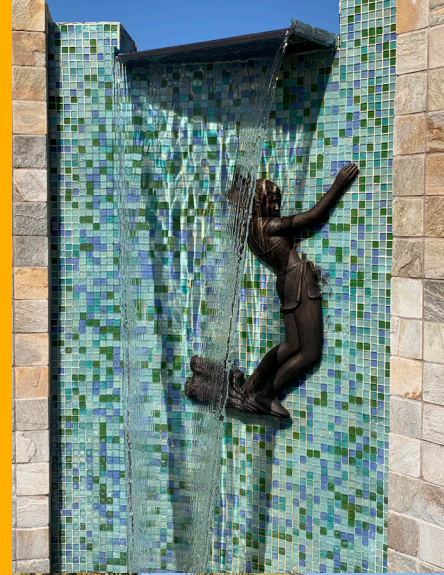
“RETAIN THE UNIQUE SMALL TOWN FEELING WHILE UPGRADING PUBLIC SPACES.”

Community Identity

- Incorporate public art, streetscape improvements, and wayfinding signage that incorporates design elements that evoke the coastal character of the community.
- Prioritize and invest in streetscape enhancements at key gateway locations to enhance the sense of arrival and support a welcoming experience.
- Encourage design themes for development and public realm treatments to reflect the distinct character of the Dana Point neighborhood in which they are located, some areas reflect a more consistent design while others are more eclectic.
- Tailor urban design policies to address citywide themes as well as focused community design concepts for distinct areas of Dana Point.

Landscape

- Utilize landscape design and treatments that contribute to the attractiveness, safety, and comfort of the pedestrian experience along sidewalks and crosswalks.
- Encourage landscaped areas that incorporate plant species that help prevent coastal erosion, conserve water, and reduce fire risks.
- Consider incorporating streetscape solutions that help capture storm water and prevent urban runoff.
- Encourage the incorporation of canopy trees that provide shade and comfort.





Development

- Guide new development bulk and scale by incorporating context-sensitive building design and site planning techniques.
- Encourage building design that incorporates functional, attractive, and timeless architectural design features, such as high-quality materials.
- Regulate building and site planning design to be sensitive to geotechnical considerations and propose sound structural solutions.

“COHESIVE, HIGH-QUALITY AESTHETICS.”

””



HOUSING



HOUSING

To address housing needs in California, State law requires that each jurisdiction adopt a Housing Element as a chapter of its General Plan. The Housing Element is required to include the City's housing strategy to plan for existing and projected housing demand, identify adequate sites to accommodate the City's allocated share of regional housing needs, and analyze local policies, regulations and requirements that have the potential to constrain development of housing for all income levels. The City of Dana Point recently updated the Housing Element of the General Plan in 2022 which establishes the City's strategy to meet the housing needs of current and future residents. The Housing Element addresses the provision of a mix and balance of housing types and costs to meet the needs of all segments of the community while enhancing and preserving the community's character. Because the Housing Element was recently updated, this element is not envisioned for extensive updating as part of the upcoming General Plan update process. The Housing Element will be updated every 8 years according to State law. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received will continue to inform community dialogue on housing-related topics as the City evolves.

Housing Needs and Considerations

- Facilitate continued dialogue to identify housing needs and priorities and determine the desired scale and type of housing opportunities.
- Evaluate the challenges and feasibility of providing affordable housing in an upscale, coastal community.
- Consider strategies to retain subsequent generations to contribute to a continued sense of community.
- Seek to accommodate needs of families, seniors, middle-income households, disabled persons, and a range of individuals.
- Retain the character and amenities of single-family residential neighborhoods.
- Continue to address the complex issue of individuals experiencing homelessness.
- Facilitate housing opportunities for local workers and service providers.
- Strike the right balance between rental opportunities and home ownership, and affordable and market-rate housing.
- Consider integrating community resources into new mixed-use and multi-family development, such as childcare and community rooms.





“AFFORDABLE HOUSING FOR YOUNG PEOPLE AND SERVICE PROVIDERS.”

Housing Types

- Provide for a range of housing types and affordability including single family homes, apartments, condominiums, townhomes, short-term and long-term rentals, and ownership opportunities.
- Consider opportunities for mixed-income housing and mixed-use development that are appropriately scaled.
- Continue to support appropriate development of Accessory Dwelling Units (ADUs) and Junior Accessory Dwelling Units (JADUs).
- Explore alternative approaches to housing such as tiny homes and small lots.

Potential Locations

- Consider rehabilitation/redevelopment of older residential areas due to limited land opportunities for new housing.
- Prioritize vacant and underutilized sites in existing urbanized areas near transit, highways, and commercial uses.
- Locate housing to minimize impacts such as those related to traffic, noise, and aesthetics.
- Consider potential sites such as locations within Doheny Village and additional opportunities in the Town Center.





Housing Design

- Ensure the architectural treatment of residential buildings is timeless and high quality.
- Promote the scale of residential development to be generally within two or three stories.
- Provide quality-of-life features such as individual open space, front yards, and backyards.
- Allow for practical and innovative building designs and plans.
- Incentivize sustainable design and ecological sensitivity.
- Incorporate adequate parking and “good neighbor” transitional design features.

Facilitation Strategies

- Develop creative solutions for different housing types in addition to relying on market forces.
- Collaborate with agencies and community organizations to address homelessness, including providing services and facilities.
- Ensure adequate infrastructure such as water and electricity for new housing.
- Foster alliances with businesses and other agencies to facilitate workforce housing to support local businesses and services.
- Improve existing housing stock, rehabilitate older neighborhoods, and ensure housing and neighborhoods are well maintained.
- Review the number and effects of short-term rentals.
- Make the permitting process easy for home improvements.

**“HOUSING SHOULD BE CONCENTRATED IN
EXISTING DEVELOPED AREAS... AND
SHOULD BE LOCATED NEAR TRANSIT SERVICE.”**

””

CIRCULATION



CIRCULATION

The Circulation Element is a State-required General Plan element, and its purpose is to provide a safe, sensible, and efficient circulation system for the City. A hierarchy of transportation routes is established with specific development standards described for each category of roadway and descriptions are provided for the location and extent of circulation facilities and services. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received as part of the visioning phase included those related to strengthening connectivity between destinations, improving circulation with a variety of travel modes including walking and bicycling, and enhancing safety and accessibility.



Connectivity Between Destinations

- Evaluate the potential for the trolley to have extended dates of service, increased frequency, and additional routes that enhance connectivity for locals and visitors.
- Strengthen connections for walking and bicycling to key destinations such as the beach, Doheny Village, Lantern District/Town Center, and the Harbor.

Infrastructure and Facilities

- Maintain roadway improvements to ensure efficient vehicular circulation and accessibility, while incorporating opportunities for alternative modes of travel, such as transit, bicycling, and walking.
- Expand the sidewalk network to address gaps, identify widening opportunities, and ensure clear paths of travel.
- Evaluate opportunities to incorporate additional bicycle lanes and separated bicycle lanes to enhance connectivity, address missing links, and improve safety.
- Increase the availability of bicycle racks, e-bike parking areas, and electric vehicle charging stations in key destinations.
- Analyze the potential incorporation of non-traditional methods, such as roundabouts, to improve traffic flow and reduce conflicts between vehicular traffic, pedestrians, and bicyclists.
- Explore creating a pedestrian bridge over or under the railroad to create a connection between Doheny Village and the beach.

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“BUFFERED BIKE LANES WOULD SIGNIFICANTLY IMPROVE DANA POINT.”

Safety Enhancements

- Incorporate street lighting along key roads to ensure visibility and provide an enhanced experience for pedestrians and bicyclists.
- Evaluate existing crosswalks and identify opportunities for improvements to ensure safety and reduce conflicts.
- Incorporate appropriate traffic calming measures on roadways that experience vehicular traffic that exceeds the posted speed limits.
- Address conflicts at intersections in relation to traffic lights timing and potential additional stop signs.
- Address visibility issues at intersections in relation to topography, roadway design, and street tree placement.

Education and Enforcement

- Minimize vehicular traffic exceeding the posted maximum speed limits through education and enforcement.
- Explore techniques to reduce vehicles running red lights.
- Improve bicycle and e-bike safety through expanding programs and leveraging partnerships with community organizations, Dana Point Police Services, and Capistrano Unified School District (CUSD).
- Reconcile conflicting overnight parking needs and experiences through additional analysis.





Experience

- Accommodate all users including individuals in wheelchairs and individuals with strollers.
- Consider the needs of youth such as providing greater access to schools through public transportation and active transportation.
- Ensure traffic associated with special events is well managed and directed to reduce impacts to residents.
- Continue to monitor and manage parking regulations and patterns to address changing community needs, including topics such as business operations, commercial vehicles, trailers, and boats.

“TRAFFIC MOVES TOO QUICKLY THROUGH TOWN.”

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NOISE



NOISE

The Noise Element is a mandatory element of the General Plan and aims to achieve and maintain environmental noise levels compatible with land uses. The Noise Element should be tailored to the unique noise environment for the city and identify noise sensitive land uses and noise sources. Noise may be somewhat subjective for each individual and a variety of topics were mentioned during engagement activities regarding land use compatibility, mobility concerns, special events, and management of noise. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. While many participant responses indicated that noise is not a substantial issue, traffic and street noise was clearly the most frequently noted noise concern in Dana Point. Positive comments received include the sound of sea lions in the evening and well-managed community events. A core consideration of the Noise Element update will be to balance the needs of a vital and active community, while minimizing exposure to excessive noise in sensitive areas.



Land Use Compatibility

- Minimize noise in residential areas and near noise-sensitive land uses.
- Apply site planning and other design strategies to reduce noise impacts related to development.
- Implement best practices to reduce impacts or noise from industrial sources.
- Address potential noise from short-term rental occupants and facilitate reporting and enforcement.
- Evaluate and address noise related to new development.
- Ensure compatibility of neighboring uses such as managing hours of bars and restaurants near residences.

Mobility

- Promote alternative modes of travel such as bicycling and walking to reduce noise generated from vehicular traffic.
- Address noise from speeding traffic and street racing, such as on Pacific Coast Highway, Golden Lantern, Stonehill Drive, and Camino del Avion.
- Enforce noise regulations related to excessive noise from vehicle exhaust and motorcycles.
- Work with Caltrans to explore where improvements may be possible to mitigate Interstate 5 Freeway noise.
- Investigate strategies to reduce railroad-related noise with applicable agencies.
- Consider harbor-related noise from larger boats and deploy education and enforcement.
- Encourage use of electric vehicles which are quieter than those with combustion engines.

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**“CONCERNED ABOUT
AUTO/TRUCK/MOTORCYCLE
NOISE ON PCH.”**

Special Events

- Balance the benefits and needs of special events with the well-being of residents.
- Manage the frequency, time of day, and sound level of public concerts and large outdoor events.
- Consider outdoor event noise related to uses such as hotels and schools.
- Explore fireworks technologies and frequency that may reduce associated noise impacts.

Noise Management

- Continue to actively enhance the regulation and management of noise to improve procedures and minimize noise impacts.
- Ensure adequate resources are provided for enforcement of noise regulations.
- Manage nuisance noise such as leaf blowers and late-night business deliveries.
- Limit construction noise to allowable time frames and noise levels.

**“I LIVE LESS THAN A MILE FROM
DOHENY BEACH AND THE HARBOR
AND LOVE THE NOISES.”**

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PUBLIC SAFETY

A full-page background image featuring a couple walking away from the viewer on a rocky beach at sunset. To their right is a steep, dark, rocky cliff. The sky is a mix of orange, yellow, and blue. A white curved line separates the title area from the rest of the image.

PUBLIC SAFETY

The Public Safety Element is a mandatory element as required by the State of California, and the City of Dana Point recently updated this element in 2022. The Public Safety Element addresses features that represent a potential danger to the safety of its citizens, sites and structures, public facilities, and infrastructure (e.g., coastal and blufftop erosion). Established goals and policies minimize the danger to residents, workers and visitors, and identifies actions to deal with crisis situations (e.g., earthquake, fire, or flood). In addition, the Public Safety Element addresses emergency response agencies and cooperation with one another and with other jurisdictions. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received as part of the visioning phase included those related to protection of beaches and coastal bluffs, and citizen education and emergency preparedness. Comments received regarding automobile, bicyclist and pedestrian safety are addressed under the Circulation Element.



Emergency Preparedness

- Strengthen notification and education for residences and businesses, such as providing public awareness of evacuation routes and plans.
- Ensure resilient public infrastructure and utilities in the event of earthquake, fire, or other natural disaster.
- Support adequate staffing for emergency management, including preparedness, prevention, response, recovery, and mitigation.
- Address concerns related to the San Onofre Nuclear Generating Station decommissioning.

Fire and Flood Prevention

- Encourage utility undergrounding programs and strategies.
- Continue to enforce weed abatement, particularly in canyons and slopes.
- Implement flood prevention strategies, such as stormwater retention.

Coastal Erosion

- Continue to monitor climate change, sea level rise, and coastal erosion and work with local jurisdictions to minimize damage and protect lives.
- Evaluate development near the coast for safety and long-term viability.
- Consider the use of native vegetation to prevent erosion of cliffs and bluffs.
- Explore the feasibility of an artificial reef, sand replenishment programs, or other strategies, to prevent coastal erosion.

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**“MAKING EMERGENCY MANAGEMENT
A PRIORITY TO HELP THE COMMUNITY
PREPARE.”**

Buildings and Structures

- Achieve building and structure safety through appropriate code enforcement.
- Address geotechnical conditions related to hillside slippage, landslides, and erosion.
- Develop a streamlined process for projects related to safety, such as foundation and structural retrofits.

Security and Safety

- Expand or upgrade lighting of public spaces, such as parking areas, parks, and streets.
- Continue to provide adequate law enforcement and protection.
- Develop balanced strategies to address issues and needs related to the unsheltered population.
- Support regular tree trimming and landscaping maintenance to improve visibility and ensure safe paths of travel.
- Explore Crime Prevention Through Environmental Design (CPTED) strategies and policies.
- Ensure adequate public safety services including increased police patrols and consider alternative community-based policing approaches such as foot patrols and e-bikes.
- Expand programs to address vandalism and theft.

**“EROSION CONTROL ON BEACHES IS
GOING TO BE AN ONGOING CHALLENGE.”**

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CONSERVATION AND OPEN SPACE



CONSERVATION AND OPEN SPACE

The Conservation and Open Space Element addresses the preservation and use of the City's important natural resources and open space areas. This element combines two of the required general plan elements as set forth under State law for each city and county. The Conservation and Open Space Element also focuses on Dana Point's existing and future parkland and the policies for the enhancement of its parkland and recreational facilities. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received as part of the visioning phase included those related to expanding recreation access and opportunities, stewardship of natural resources, and mitigating coastal challenges.



Natural Resources

- Prioritize the maintenance of Dana Point's natural resources, and conserve existing parks, open space, and beaches.
- Create an effective strategy to mitigate coastal bluff erosion.
- Conduct public outreach and involve the public in discussion about environmental issues.
- Address water pollution in the Harbor and elsewhere.

Expansion Opportunities

- Expand the recreation program offerings to serve a wide range of needs and preferences of the community.
- Create programs that build upon Dana Point's recognition as an ocean sports destination, including surfing, sportfishing, and kayaking.
- Incorporate facilities that serve the youth population, such as the creation of a skateboard park and additional beach volleyball courts.
- Explore increasing open space uses to provide additional community-serving passive and active recreation opportunities.
- Identify opportunities for additional community-serving facilities that provide a wide range of recreation opportunities such as sport fields and community pool.
- Expand open space linkages, including trails and greenways, to enhance connectivity between uses and access to natural assets.
- Enhance access to the beaches, canyons, and hills via bicycle and pedestrian trails.

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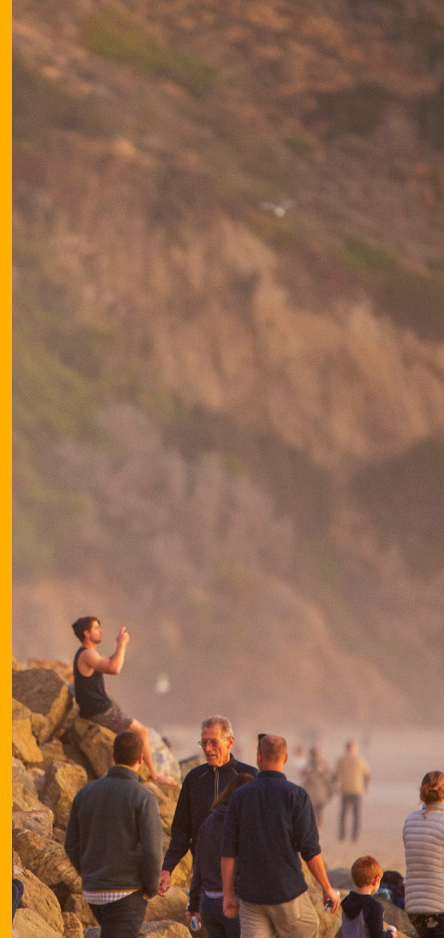
**“YOUTH SPORTS NEED
SPACE IN PARKS”**

Infrastructure Improvements

- Renovate existing parks to incorporate additional amenities to existing parks to increase functionality, such as outdoor fitness stations, playgrounds, tennis courts, and pickleball courts to existing parks.
- Enhance and expand the trails system to provide pedestrian and bicycle connectivity.
- Develop strategies to promote safety and cleanliness in parks and recreation facilities.
- Analyze techniques to address beach erosion at Capistrano Beach and Doheny Beach.
- Evaluate improvements that increase attractiveness and sustained maintenance of beaches for the enjoyment of locals and visitors.

**“PROVIDE GREATER ACCESS TO
OUR WATERFRONT FOR
ALL PEOPLE.”**

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PUBLIC FACILITIES



PUBLIC FACILITIES

Dana Point's existing Public Facilities/Growth Management Element is an optional element and ensures that future growth is coordinated with the provision of public services and facilities so that desirable level of service standards and community qualities important to the citizens are maintained. The Public Facilities/Growth Management Element addresses infrastructure and public services. Infrastructure includes sewer, water, and storm drain systems, as well as utilities, such as electrical, gas, and communication systems. Public services include police, fire, public schools, emergency medical, civic, and cultural facilities, and services. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received as part of the visioning phase related to undergrounding of utilities, ensuring adequate utilities and services, expanding cultural and educational opportunities, and supporting sustainable approaches to service delivery and improvements. Comments were also received on a variety of public facilities including parks, public structures, and community and cultural arts facilities.

Public Utilities and Services

- Apply methods to enhance sustainability and reduce environmental impacts.
- Implement smart infrastructure by investigating technologies that can create more sustainable and adaptable systems.
- Ensure adequate water and sewer service and reliable electrical and gas service.
- Explore approaches to manage user costs of utilities including gas, electricity, and telecommunications.
- Pursue strategies to underground overhead utility lines for safety and aesthetics.
- Consider ways to provide public wireless local networks throughout public spaces, such as Town Center and Harbor areas.
- Ensure adequate public safety services including increased police patrols and consider alternative community-based policing approaches such as foot patrols and ebikes.



**“I AM A BIG FAN OF PLACING
POWER LINES UNDERGROUND.”**

Public Facilities

- Pursue funding and strategies to update schools and expand parks, sports fields, and trail facilities.
- Collaborate with CUSD to encourage updating Dana Hills High School and other schools.
- Locate and design parks and other facilities to serve both students and the local community through joint-use arrangements.
- Consider new and expanded facilities such as a community pool, surf museum, cultural center, separate building for historical society, artist exhibition space, and local community theater.
- Protect and restore local beaches including Doheny Beach and Capistrano Beach.
- Use drought-tolerant and native landscaping for public projects.
- Continue to have a role in the Harbor revitalization for both local and visitor benefits.
- Ensure adequate street lighting through appropriate fixtures and maintenance.
- Design public facilities with quality architecture compatible with community character.
- Maintain the ongoing operations of the Strand Beach funicular.
- Employ wayfinding signage that identifies walking and bicycling times and distances to community destinations.

Water and Sewer

- Ensure an adequate water supply and support desalination plant efforts that are feasible and environmentally compatible.
- Address pollution and maintain high water quality.
- Reduce water use and promote conservation education.
- Upgrade aging sewer infrastructure to reduce sewer spills.





Culture and Recreation

- Actively engage residents to participate in civic affairs.
- Expand recreation programs and facilities to serve the range of present and future community needs.
- Support educational opportunities and partner to improve schools.
- Consider strategies to support children, teens, and young adults to stay in the community.
- Build upon music-related education and events.

Maintenance and Administration

- Maintain a high level of sanitation, clean streets, and clean beaches as the city grows.
- Ensure adequate public facilities and resources will be available to future generations.
- Promote recycled water to create expanded public landscaping.
- Maintain and trim trees to protect electrical lines and reduce root intrusion.
- Conduct code enforcement services and address unsafe and noncompliant conditions.

**“THE COMMUNITY REALLY ENJOYS
OUTDOOR LIVE MUSIC.”**

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ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT

The Economic Development Element is an optional element that addresses the broad range of long-term economic and development issues faced by Dana Point. The Economic Element currently promotes balanced development of resident serving and visitor serving commercial uses to ensure sound fiscal health, diverse employment opportunities and a vital local economy. In addition, the active involvement of the business community is important to assist in shaping and implementing economic development initiatives. The Economic Development Element further seeks to capitalize on market opportunities with significant economic, cultural, and social benefits for the City, its residents, and visitors. The following highlights reflect main topics and themes received from community comments and will inform the plan development phase of the General Plan update. Comments received as part of the visioning phase related to the many local assets that can be leveraged for economic health and the importance of serving residents as well as visitors was noted. The continued support for local, small businesses was evident to retain the character and attraction as a unique destination. Themes often interrelate to the Land Use Element and Circulation Element.

Economic Assets

- Build-upon economic assets such as the coastal setting, natural beauty, beach accessibility, nearby freeway access, and the local resident and tourism base.
- Continue to develop strategies to set Dana Point apart as a unique destination for restaurants and retail uses.
- Leverage strong tourism related to the Harbor and high-end hotels for both visitor and local benefit.
- Lead efforts to design collective branding and investigate the implementation of a business district association to promote shopping locally.
- Facilitate the updating and enhancement of existing shopping centers.

Accessibility

- Explore wayfinding opportunities to direct individuals to businesses and available parking.
- Encourage walking and bicycling to further support patronage and employees of businesses.
- Manage parking supply and locations to support businesses.
- Bolster alternative transportation strategies such as increasing the trolley frequency, additional bus stops, and accommodating ridesharing locations.



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**“ACCESSIBLE VENUES FOR SMALL BUSINESSES
THAT ARE ATTRACTIVE TO BE VISITED BY
POTENTIAL CUSTOMERS.”**

Setting and Placemaking

- Promote building design that is sensitive to the character and context of the community.
- Encourage streetscape enhancements, beautification, and maintenance.
- Explore resources and programs to rehabilitate and improve older buildings.
- Foster a safe and clean environment to attract business patrons of businesses.

Adaptability

- Encourage the establishment of a diversity of businesses that provide variety in products and services.
- Support the establishment of businesses that cater to local customers and visitors.
- Continue to strengthen the local business economy by providing a balance of products and services that address tourism seasonal patterns.

Arts and Culture

- Incorporate public art that adds to the local identity and attracts visitors.
- Continue to support culinary businesses to offer greater diversity and quality.
- Build upon existing community events, such as festivals, concerts, and markets.
- Continue to host local events with opportunities for local vendors.





Business Support

- Support economic development initiatives that include marketing to increase collective visibility of local businesses.
- Address challenges of expensive rents, operating costs, staffing needs, and regulations.
- Support streamlined regulations that facilitate business establishment and operations.
- Strengthen programs to promote business retention and support small businesses.
- Facilitate a range of housing options to support both the workforce and patrons.

Opportunity Areas

- Adapt and future-proof commercial centers to be responsive to market conditions and transitions of uses.
- Continue to support the revitalization of Doheny Village to leverage opportunities for restaurants, entertainment, and local serving uses.
- Continue coordination with the County of Orange regarding the revitalization of the Harbor to optimize community benefits for locals and visitors.
- Implement the vision for Town Center as part of new development.

**“CHALLENGE IS TO DETERMINE
WHAT BUSINESSES FIT BEYOND TOURISM.”**

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