THE FUTURE OF THE VILLAGE

GUIDING PRINCIPLES
AND NEXT STEPS

DOHENY VILLAGE MERCHANTS’ ASSOCIATION
TONIGHT’S AGENDA

• Guiding Principles
• Doheny Park Road
  • Uses and development standards
  • Vision for Doheny Park Road exercise
  • Streetscape, landscape, and traffic calming
• Next Steps: Modifying the City’s Land Use Tools
GUIDING PRINCIPLES

- Planning process must be driven by the community
- Adopt zoning that aligns and respects existing uses
- Keep jobs and services in the community
- Offer incentives for rehabilitation and new development
- Invest in beautification
- Consider options for traffic calming
- Explore expansion of parking opportunities
- Preserve character and enhance vitality
GUIDING PRINCIPLES

• Planning process must be driven by the community
  • Ongoing meetings/outreach
  • Continue to solicit community input through decision making process

• Adopt zoning that aligns and respects existing uses
  • Recognize existing, nonconforming uses
  • Update/ensure regulations allow existing uses

• Keep jobs and services in the community
  • Recognize and respect existing businesses in the area

• Offer incentives for rehabilitation and new development
  • Regulations must allow existing, nonconforming properties to be updated
  • Beautification, streetscape improvements

• Invest in beautification
  • Landscaping, streetscaping, ???

• Consider options for traffic calming
  • Avoid congestion impacts
  • No consensus on roundabouts

• Explore expansion of parking opportunities
  • Identify additional on-street parking sites

• Preserve character and enhance vitality
  • Recognize The Village as an eclectic area
    • Industrial, Mixed-Use, Commercial
    • Many long-standing businesses
    • Variety of housing types (mobile homes, SFD, apartments, etc.)
DOHENY PARK ROAD

• Existing and Potential Uses
• Development Standards
• Parking
• Beautification

Photo: Dana Point Historical Society
CELEBRATE HISTORIC CHARACTER

DOHENY PARK ROAD A “MAIN STREET” UNTIL 1960S

Photo: Dana Point Historical Society
What is a main street?

- Main streets used to be the principal thoroughfares of American towns
  - Center of commercial, social, and civic activities
  - Main streets thrived up until the 1960s and 1970s, when large scale, auto-oriented shopping centers became popular
- Many communities are revitalizing their main streets to return to a traditional mercantile environment or creating hybrids of traditional and contemporary commercial centers
VISION FOR THE FUTURE

- Quick exercise
- Sticker dot = vote
- Post-it note = comments
- Post directly on page

WHAT DO YOU WANT ON DOHENY PARK ROAD?

WRITE YOUR COMMENTS ON POST-ITS

YES

NO

MAYBE
• What are your concerns?
• How can Doheny Park Road handle enough traffic and allow for large trucks but increase walkability and enhance sense of place and community character?
• How do we increase connectivity to the beach?
• Are there opportunities to increase parking along Doheny Park Road?
How do we adopt our guiding principles into planning for the future of the village?
DISCUSSION: NEXT STEPS

• CONVENTIONAL ZONING CODE VS. FORM-BASED CODE

• HOW DO WE MODIFY THE TOOLS THAT WE HAVE?

• CHANGE IS HAPPENING. HOW CAN WE MAKE SURE THAT OUR COMMUNITY’S PRINCIPLES GUIDE THE FUTURE?
CONTACT US

• Mark Denny, City Manager
  • (949) 248-3516 or mdenny@danapoint.org

• Matt Sinacori, Director of Public Works
  • (949) 248-3574 or msinacori@danapoint.org

• Ursula Luna-Reynosa, Director of Community Development
  • (949) 248-3567 or uluna@danapoint.org

• Matt Schneider, Planning Manager
  • (949) 248-3560 or mschneider@danapoint.org

• Belinda Deines, Senior Planner
  • (949) 248-3570 or bdeines@danapoint.org