

ECONOMIC DEVELOPMENT ELEMENT

ED-1 ECONOMIC DEVELOPMENT

GOAL 1

Coordinated and purposeful investments in economic development projects and programs that contribute to the community’s quality of life and that capitalize and build on Dana Point’s strengths as an overnight destination.

Policies

- 1.1 Incorporate economic development objectives and projects in the City of Dana Point’s Strategic Plan. Consider relevant economic sectors, partnerships, marketing, and communications that enhance the City’s economic vitality and contribute to Dana Point’s unique sense of place.
- 1.2 Invest in the City’s economic development program to maintain and enhance the attractiveness of Dana Point for private investment that leads to expansion of existing businesses, attraction of businesses from elsewhere, and the fostering of business startups. Support and attract local entrepreneurs that work remotely and live in Dana Point.
- 1.3 Focus economic development efforts on those businesses and economic sectors that can be competitive in a higher-cost environment, recognizing that not every business and not every type of store or service can afford the real estate costs in oceanfront communities.
- 1.4 Support streamlined regulations that facilitate business establishment and operations.
- 1.5 Build upon economic assets such as the coastal setting, natural beauty, beach accessibility, nearby freeway access, and the local resident and tourism base.

ED-2 PREMIER DESTINATION

GOAL 2

Continued leadership as a world-class destination that provides an authentic coastal experience rooted in the City’s surf culture and heritage.

Policies

- 2.1 Coordinate with the County of Orange and the operators of Dana Point Harbor to ensure that Dana Point Harbor has facilities and capacity that optimize community benefits for locals and visitors, and serves as a premier destination.
- 2.2 Coordinate with the State of California and County of Orange to ensure that Doheny State Beach, Salt Creek Beach, Strands Beach, and Capistrano Beach are maintained to reinforce the City’s surf culture and have sufficient facilities and capacity to host events for residents and visitors.
- 2.3 Collaborate with local resorts and hotels to ensure the City’s economic development efforts continue to effectively promote and enhance Dana Point’s image and role as a unique and desirable destination.
- 2.4 Collaborate with local artists and organizations to incorporate public art and cultural activities into the urban environment and community events in a manner that enriches the City’s cultural identity, attracts visitors, and supports local businesses and entrepreneurs.

ED-3 MIXED USE DEVELOPMENT

GOAL 3

Mixed-use development that expands the quantity and type of housing so long as it is integrated with commercial uses and provides exceptional physical design, high quality public amenities, and multi-modal mobility systems.

Policies

- 3.1 A general plan amendment may permit the introduction of residential into a site or area that is currently designated for commercial development when necessary to keep existing commercial uses and/or to make new commercial development financially feasible.
- 3.2 To introduce residential on a site that is currently designated for commercial development and is five acres or larger, require special zoning and an appropriate amount and type of commercial uses necessary to meet the needs of residents and achieve the desired character in accordance with the City's Strategic Plan.
- 3.3 Mixed-use plans and projects must employ site designs and amenities that facilitate accessibility, walkability, and bicycle usage within and around the project area, especially between commercial, residential, and public realm areas.
- 3.4 Encourage opportunities to redevelop Monarch Bay Plaza to create a vibrant, integrated, mixed-use area that provides a resilient commercial center with retail, a range of residential intensities, publicly-accessible open space and gathering areas, as well as other commercial uses to the extent they are complimentary and economically viable, such as professional office, medical office, and hospitality.
- 3.5 In the area currently designated for commercial uses along Coast Highway east of Doheny Village, consider the appropriate blend of hospitality, retail, recreation, and residential uses needed to stimulate development and support public realm improvements.