



SUMMARY OF ENGAGEMENT EFFORTS

July 18, 2023





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ACKNOWLEDGMENTS

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CONSULTANT TEAM

RRM Design Group

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PLAY

I Love Dana Point because of the shops

Ocean views + accessible coast line

Going in the water

Harbor is affordable

The new docks were very much needed. Well done!

Keep the small & beachy downtown

Harbor Boats

Safety

Love direction city is heading

BRING BACK The SURF

How EASY To GET AROUND TOWN

THE BEACH & VIEWS

LOVE STRANDS BEACH

Whale watching + dolphins + jellyfish

always good vibes a good time!

BEST CITY IN THE WHOLE WORLD!

Community

Dana Point Is Home

Best weather on the planet

NICE SKIES

Love Salt Creek Beach!!

WALKABILITY

Camp at Baby

Dana Point Rocks!

Great place to make memories!

Rent Stabilization

We love Mike Frost

I love Dana Point for the sites and views

Surfing

Free reporters is the best! (Don't price it out with the new development)

Free reporters stays @ Harbor

Like Trolley (more months earlier)

love the RESTAURANTS

BMX TRACK/PARK

Make Harbor affordable (slips)

Keep The SUMMER CONCERTS

More Fun!

Friendly people!

Another beach cafe or park at Doheny, Capa Beach

The Events

I Love The Concert Series and how the Bands change from week to week.

Kayaking

NEED AFFORDABLE BUSING

Pump TRACK

More Parking!

BABY BEACH

Affordability

Harbor Renovations! Yes!!

LOVE MASON!

BRIDGE IS A WASTE OF \$

It has always been part of my life

DOHENY IS MY FAVORITE!

Summer Concerts

I Love: The Redo Market Free parking @ Redo Doheny Beach Surfing Campers

LOVE DOHENY STATE BEACH!

MORE SKATE PARKS & KIDS!

LOVE THE HARBOR

I love the DANA point Police Dep

Love the community Parks/playgrounds For kids/families

DANA POINT CITY

Shopping

Great city

LIKE IT LESS CROWDED

WALKING TRAILS

Parks + Programs

HARBOR REVITALIZATION

Kid movies more often

more makes in the park thru out the year

CREEKSIDE PLAYGROUND A FAVORITE!

SO FUN

CITY OF DAN

DANA
POINT

1

Comment
for
FREE GAMES!

**COMMUNITY ENGAGEMENT
PROGRAM**

1.0 COMMUNITY ENGAGEMENT PROGRAM

The City of Dana Point conducted the visioning phase of its General Plan update. This first phase of the General Plan update is intended to capture the community’s collective vision to help develop a framework to guide how Dana Point develops over time. The upcoming second phase will consist of plan development for the General Plan update.

As part of the visioning phase, the City of Dana Point has conducted a robust community engagement program, which encompassed a variety of in-person and virtual community engagement efforts to help capture a wide range of opinions from the public regarding their priorities, concerns, and civic desires. The project team captured valuable input from community members by ensuring that engagement efforts achieved the following goals:

- Design and deploy a diverse set of communication tools and activities that are accessible, meaningful, and comprehensive in reaching the full range of community members.
- Convey project objective and key messages clearly, accurately, and consistently.
- Leverage community networks and events to reach a range of community members.
- Promote ongoing community awareness of the effort to engage public participation in the multiple engagement tools and resources available.
- Provide comprehensive and transparent documentation of public input.
- Ensure a public participation process that captures valuable community input received to inform the next phase of the General Plan update, plan development, in a usable way.



Pop-up outreach at Farmers Market event.

A series of resources were developed and deployed to increase awareness and provide venues for gathering feedback. This multi-pronged approach included the utilization of a variety of formats for transmitting and receiving information as highlighted below:

Branding: The project team developed a branding theme and style guide for the project to provide consistent communication for the visioning phase. The branding was utilized on all materials and content created for the visioning phase of the General Plan update. The purpose of identifiable branding was to ensure the public identifies the information source and benefits from the continuity.

Website and Project Email: A website and project email specific to the General Plan update visioning phase were developed to spread awareness about the planning effort, provide background and resources throughout the process, and serve as a centralized location for information about ways to get involved, next steps, and past events. The project website URL is PlanDanaPoint.com, and the project email address is info@plandanapoint.com.

General Plan Video: The project team developed a YouTube video to inform and educate the public of the General Plan update process. The video was developed in a way that is informative, engaging, and easy to understand.



Pop-up outreach at State of the City event.

Online Questionnaire and Interactive Map: An online questionnaire was created and released to the public to provide a virtual opportunity to provide input on the General Plan Update vision. A virtual interactive map was developed to allow community members to offer place-based feedback. The community’s responses on both platforms are captured in this document and will help inform the development of the General Plan update.

Pop-Up Outreach Events: The community outreach was strengthened by conducting pop-up events where residents, visitors, community organizations, and business-owners come together in Dana Point. The project team was available to listen to the community about their priorities at a range of successful and well-attended events. The community engagement program included an in-person community workshop, with interactive stations to help facilitate providing and receiving information about each General Plan element.

Stakeholder Engagements: In addition to the general resources launched for gathering feedback from citizens at large of Dana Point, the project team engaged with identified stakeholders to seek their feedback as part of the process. The project team also engaged with the City’s elected officials, boards, and commissions to provide them with updates about the process and help inform the visioning efforts.

This document details the engagement efforts conducted and community input collected in a comprehensive fashion. This summary captures each comment received through the different tools and resources made available to the community to provide their input. The Visioning Framework distills the community input captured from the engagement efforts in a format that provides topics and themes to be developed further as part of the plan development process of the General Plan update.

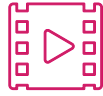


Comments provided at pop-up outreach event at REDO Market.



ENGAGEMENT RESULTS AT A GLANCE

(As of July 6, 2023)



948

"WHAT IS A GENERAL PLAN?"
YOUTUBE VIDEO VIEWS



238

RESPONSES RECEIVED
THROUGH ONLINE
QUESTIONNAIRE



2,068

PLANDANAPOINT.COM
WEBSITE VISITS



4,814

POINTS OF ENGAGEMENT



127

RESPONSES THROUGH
INTERACTIVE MAP



523

SIGN-UPS FOR UPDATES
(WEBSITE AND SIGN-UP
SHEETS)



675

RESPONSES RECEIVED
AT POP-UP OUTREACH
EVENTS



235

COMMENTS RECEIVED AT
THE COMMUNITY WORK-
SHOP AND OPEN HOUSE

DANA POINT
GENERAL PLAN UPDATE



WE NEED YOUR HELP TO SHAPE
DANA POINT'S VISION FOR
THE NEXT 30 YEARS

INFORMATIONAL VIDEO



INTERACTIVE MAP



ONLINE QUESTIONNAIRE



HAVE

YOUR

SAY

COMMUNICATIONS PLAN

2.0 COMMUNICATIONS PLAN

2.1 Project Website

The City of Dana Point developed a website dedicated to the visioning effort of the General Plan update. The website is hosted on a domain that relates to the project and is easy to remember, PlanDanaPoint.com. The website served as an all-encompassing resource of information regarding the visioning phase of the General Plan update. Its structure consisted of six (6) webpages:

- Home - the landing page which displayed the “What is the Dana Point General Plan” video.
- About - background information, discussion about the General Plan update, and background about the visioning phase.
- Resources - links to resources and documents related to the General Plan Update.
- Events - a list of all the upcoming community engagement events to be conducted, including their dates and locations.
- Comments - links to access virtual engagement opportunities: online questionnaire and interactive map. A comment box to provide comments and/or ask questions about the effort.
- Contact - contact information for the public to reach the City of Dana Point General Plan Update project manager.

The website was released on February 13, 2023, and has received 2,068 unique visitors as of early July. In the footer of the website, the website included an opportunity to sign-up for updates in relation to the General Plan update. A total of 160 individuals signed-up for updates as of early July.



Resources webpage of the project website.

About webpage of the project website.

Events webpage of the project website.



2.2 “What is the Dana Point General Plan” Video

The City of Dana Point published a YouTube video titled, “What is the Dana Point General Plan?”. The video was developed to inform and educate the public about the General Plan update process. The content was developed in a way that was informative, engaging, and easy to understand.

The video was published on February 14, 2023, and has received over 952 online views by early July 2023. The video was embedded into the project website, shared across the City’s social media platforms, and its MP4 file was played on-screen at pop-up outreach events. The video remains available for viewing on the PlanDanaPoint.com website.



“What is the Dana Point General Plan” video title slide and introduction scene.

2.3 Social Media

The City of Dana Point utilized existing social media platforms to promote the engagement efforts for the General Plan Update. Throughout phase one of the project, the City published five (5) social media posts that were release on Facebook and Instagram:

- February 14, 2023 - Project Kickoff Post
- March 1, 2023 - Community Workshop
- March 7, 2023 - Community Workshop
- May 4, 2023 - Engagement Giveaways
- June 15, 2023 - Community Open House



Social media post - Community Workshop.



Social media post - Community Open House.



Social media post - Project Kickoff.



Social media post - Engagement Giveaways.

2.4 Business Cards and Postcards

To promote online resources and solicit public input, business cards and postcard handouts were distributed at all outreach events and around town. The business cards and postcards include the website address, and QR codes for the informational video, interactive map, and online questionnaire.



Business card handout (front side).



Business card handout with QR Codes (back side).



Postcard handout (front side).



Postcard handout with QR Codes (back side).

2.5 Flyers

Various flyers were designed to increase awareness and obtain public input. Flyers included information with the webpage link, QR code for the informational video, interactive map, and online questionnaire were made available as early as the first pop-up outreach event. These were distributed to local businesses to increase awareness about the visioning phase of the General Plan update.

Flyers were developed to advertise the March 8, 2023 Community Workshop and the June 29, 2023 Community Open House. They included the event details and what to expect at the meeting.



Community Visioning Workshop and Open House flyers.



Informational flyer that was distributed to promote the online activities.



2.6 Dana Point Times Ads

The City of Dana Point promoted community visioning and engagement opportunities through digital and print advertisements with Dana Point Times. The project team created graphics provided to the Dana Point Times for the following promotions:

- Two months long online banner ad.
- Five days long ad in the e-newsletters.
- Large page ad.

These ads displayed eye-catching graphics inviting readers to answer the online questionnaire, participate in the virtual comment map, and learn more about the effort by visiting the project website.



Banner graphic for the Dana Point Times promotion.



Large ad for the Dana Point Times promotion.



ANA
JOINT

UN

PUBLIC
MEETINGS

COMMUNITY
ENGAGEMENT

COMMUNITY
ENGAGEMENT

COMMUNITY
ENGAGEMENT

COMMUNITY
ENGAGEMENT

EAT FRESH
EAT FRESH
EAT FRESH

Do you have any
additional thoughts?
Please write them on
the comment cards.

PLAN
Do you have any
additional thoughts?
Please write them on
the comment cards.

Do you have any
additional thoughts?
Please write them on
the comment cards.

Do you have any
additional thoughts?
Please write them on
the comment cards.

3

**MEETINGS WITH BOARDS
AND COMMISSIONS**



3.0 MEETINGS WITH BOARDS AND COMMISSIONS

3.1 Planning Commission

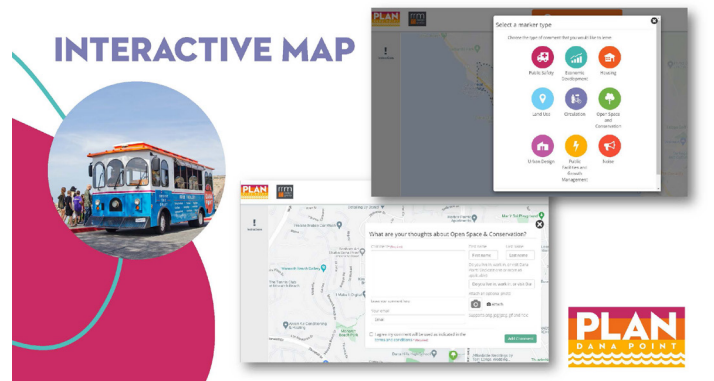
On February 13, 2023, the project team provided a presentation to the City of Dana Point Planning Commission, which included an introduction to the visioning phase of the General Plan update. The project team provided an overview of the timeline and planned activities.

As part of the presentation to Planning Commission, the project team announced the launch of the project website, online questionnaire, and interactive map to increase awareness from the public about the available resources to become involved as part of the process.

During the comment portion of the Planning Commission meeting, it was discussed that the top issues that the General Plan update should address are economic, health and safety, and mobility and access. It was also noted that there are three main elements to consider: for residents – quiet/safety; for businesses – security; and for tourists – safety and security. A few characteristics of Dana Point’s essence that were highlighted as part of the comments were: that Dana Point is the whale watching capital of the world and surfing birthplace.

In addition, on June 12, 2023, a status update was provided to the Planning Commission regarding engagement events held to date and next steps.

On July 10, 2023, public review drafts of the Summary of Engagement Efforts and Visioning Framework documents were presented to Planning Commission. The Planning Commission recommended modifications to the draft Vision Statement and Guiding Principles. City staff incorporated the revisions accordingly and presented them to the City Council for consideration at their July 18, 2023 meeting.



Slides presented by the project team to Planning Commission.

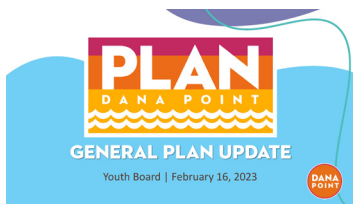


3.2 Youth Board

On February 16, 2023, City staff provided a presentation to City of Dana Point’s Youth Board as part of their regularly scheduled meeting. The presentation included an introduction to the visioning phase of the General Plan update.

The project team facilitated a discussion through a number of questions posed to the Board. There were approximately 10 Youth Board members in attendance, in addition to City staff from the Community Services Department and Community Development Department in the audience.

Youth Board members were given a handout and participated in a few group dialogues revolving around the questions posed by City staff. The comments received from the Youth Board members were written on banners and are captured in the following tables.



Slides presented by City staff to the Youth Board.

What do you love about Dana Point?

Comments
Events are free, open to all ages, holiday
Trolley
Clean
Safe crosswalks
No parking meters
Clean beaches
Walkability
Shopping centers
Tight community
Parks and views
Senior programs
Location
Students
New places

What changes do you see happening in Dana Point over the next 20 to 30 years?

Comments
Busier with more people
More citywide events
Cleaner beaches
More technology in infrastructure
Conserving parks and beaches
Tourism expands
Youth integrated into city policies
Development in the harbor to keep local businesses but needs update
Beach erosion



City staff facilitating the discussions with the Youth Board.

What are the top issues facing Dana Point today?

Comments
Pollution, climate changes
Oil in the harbor
Dog-friendly parks
Cleaner schools
E-bike safety
Street lights – too dim, not working
Public utilities
Drug awareness
Safety
Public parking lots unsafe
Provide resources to homeless population
Capo Beach needs more beautification

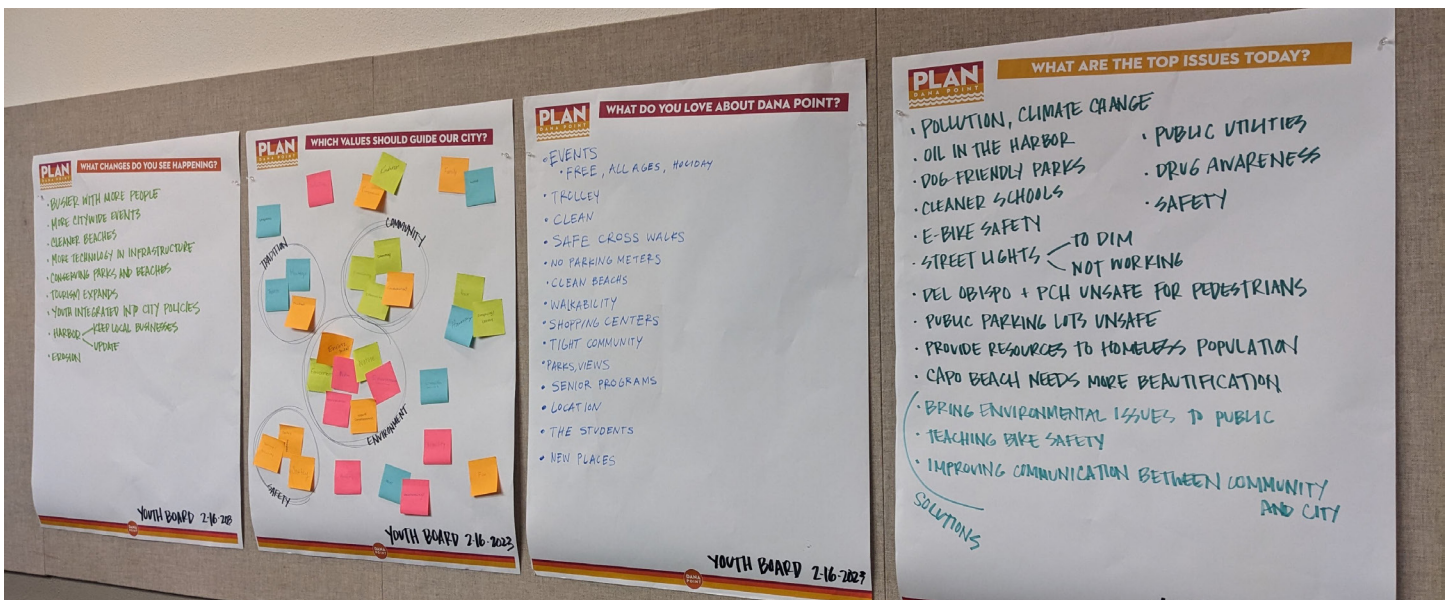
How do you envision addressing these issues in the future?

Comments
Bring environmental issues to public
Teaching bike safety
Improving communication between community and city

Which values should guide our city?



Responses to the question above. “Tradition”, “Community”, “Safety”, and “Environment” were the most common groupings.



Comments received at the Youth Board meeting.



3.3 City Council

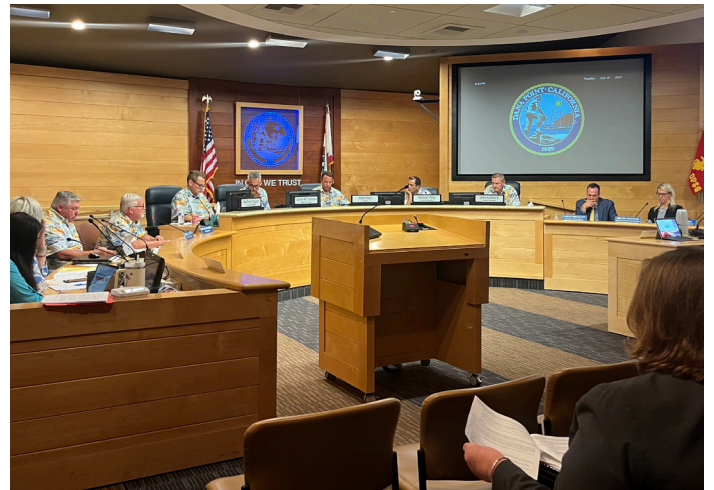
On February 21, 2023, the project team provided a presentation to the City of Dana Point City Council. The presentation included an introduction to the visioning phase of the General Plan update. The project team provided an overview of the timeline and planned activities.

As part of the presentation to City Council, the project team displayed the “What is the Dana Point General Plan?” video and provided the project website to increase awareness from the public about the available resources to become involved as part of the process, such as the online questionnaire and interactive map.

During the comment portion of the City Council meeting, they were appreciative of the “What is the Dana Point General Plan?” video. Some of the comments encouraged the involvement of Dana Point’s youth and suggested spreading the word of the effort through local news. As part of the public comment, the owner of Monarch Bay Plaza expressed interest in being involved in the process.

In addition, briefings with City Council members were conducted in May and June of 2023 to review events conducted to date and preliminary community feedback themes.

On July 18, 2023, public review drafts of the Summary of Engagement Efforts and Visioning Framework documents were presented to City Council. As part of the staff report and presentation, City staff included alternative language for the Vision Statement and Guiding Principles in response to recommendations by the Planning Commission. The City Council provided feedback, and received and filed the documents.



On July 18, 2023, City Council received a presentation regarding the results from the visioning phase of the General Plan Update.



Project team introducing the “What is the Dana Point General Plan Update?” video to City Council on February 21, 2023.



Sahm Family Foundation
MARINE EDUCATION CENTER

PLAN
DANA POINT

TELL US WHAT YOU LOVE ABOUT

DANA POINT



4



STAKEHOLDER MEETINGS

4.0 STAKEHOLDER MEETINGS

The City of Dana Point met community stakeholders with diverse perspectives to discuss the future of Dana Point. The summaries below capture the thoughts shared during the meetings.

Topic: Education

The project team met with members of the education community in Dana Point. The topics of discussion included how the General Plan update can address trends, opportunities, and challenges in the future of education in Dana Point. Some of the takeaways from these discussions include:

- Desire to align efforts in securing funding to update learning facilities and accommodate the planned housing/population growth
- Potential for joint-use facilities between the community and schools such as parking, sport fields / pools.
- Need for greater access to schools through public transportation or active transportation.

Topic: Local Businesses

The project team met with members of the local business community regarding how the General Plan update can support the businesses in Dana Point. Some of the takeaways from these discussions include:

- There is a need for synergy and cooperation between existing businesses to promote an “active downtown atmosphere”.
- Greater access to businesses locally including year-round trolley service and 2-hour parking.
- Collective branding, marketing, and creation of a business district association to promote shopping locally.
- “Think outside the box” to create a year-round business identity. This could be achieved through new Business Improvement Districts.

- Retail and service industries are rapidly evolving, the City should promote flexible mixed-use spaces to accommodate different types of retailers.
- Using planning tools such as specific plans and planned developments to encourage future development to “tell a story” and maintain community identity.

Topic: Local Arts and Culture

The project team met with a local arts and culture advocate in the community. The topics of discussion included how the General Plan update can support arts and culture in Dana Point. Some of the takeaways from these discussions include:

- The City is relatively young and has great potential for incorporating more arts and culture programs.
- While Dana Point regularly embraces local art, the community needs to further embrace the history of the city and recognize how it influences the local identity.
- Local culture can be expressed in the physical environment through urban design, architecture, and festivals.
- To ensure the longevity of the arts and culture, Dana Point must attract more families. While the City does a good job programming events, it lacks basic community facilities.

STATION 2

5

URBAN DESIGN

WHAT CHALLENGES AND OPPORTUNITIES ARE THERE FOR DANA POINT AS A UNIQUE AND SPECIAL PLACE?

BEACH STREETSCAPE IMPROVEMENTS

IMPROVEMENTS

STREET OF RAILROAD

- LANDSCAPE
- TREES
- WALKING

TO ENHANCE BIKE/PEDESTRIAN SAFETY

AND UTILITIES

IMPROVEMENTS - COMPOSITE SYSTEM

TO BEACH FOR ALL AGES

IN TREES, DIVERSE TREES (OR PLANTINGS)

GREENS/SELF-SUSTAINING

ENV. DESIGN INTO P.L.S.

MURALS (ART COOPERATION)

BE TOWN (ART COOPERATION)

BE PUBLIC SPACES

ECONOMIC DEVELOPMENT

WHAT CHALLENGES AND OPPORTUNITIES ARE THERE FOR DANA POINT BUSINESSES TO THRIVE?

CHALLENGES - ENHANCE/SUPPORT BUSINESS

ENCOURAGE SMALL BUSINESS - INCUBATORS

PROVIDE A VARIETY OF BUSINESSES

PROVIDE A VARIETY OF BUSINESS COST - OFFICE

PROVIDE A VARIETY OF BUSINESS TYPES

PROVIDE A VARIETY OF BUSINESS PROCESSES

PROVIDE A VARIETY OF BUSINESS PROGRAMS

CHALLENGE - BEATS

PROVIDE A VARIETY OF BUSINESS TYPES

URBAN DESIGN ELEMENT

Provides proposals and policies to improve the image, character and quality of life of the City. Provides policies and design concepts for the preservation of the natural setting, public improvements, physical form and character of the private development.

- The Urban Design Plan consists of two major sections:
 - The first section addresses City-wide Urban Design concepts.
 - The second section focuses on community design concepts for the Capistrano Beach, Dana Point, and Newport Beach portions of the City.

COMMUNITY MEETINGS

5. COMMUNITY MEETINGS

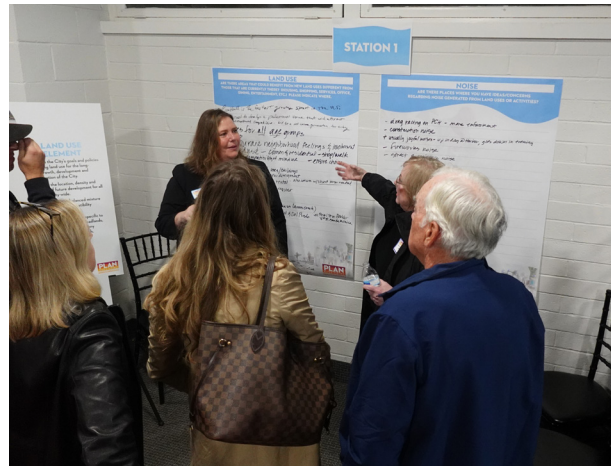
5.1 Community Workshop

As part of the visioning phase of the General Plan update, the City of Dana Point hosted a community workshop on March 8, 2023, at the Dana Point Community House (24642 San Juan Ave, Dana Point) at 6:00 - 8:00 p.m. Approximately 60 community members attended the community workshop. A video recording of the entire Community Workshop can be found on the City of Dana Point General Plan update playlist on YouTube.

Attendees were welcomed at the check-in table, located by the main entrance. A sign-in sheet was available for attendees to provide their information to be informed of any future updates. Each attendee was given a handout which included the event agenda and a questions/comments section for any additional thoughts individuals wished to provide by dropping-off at the check-in table.

A welcome map (showing the extent of Dana Point’s boundaries) was available directly across from the check-in table, which included the instructions for attendees to place a sticky dot on the area of Dana Point where they live and/or work, to help visualize where the attendees were coming from.

The project team provided a presentation that included an introduction to the General Plan update process and an overview of what each of the General Plan elements addresses. As part of the presentation, the project team displayed the “What is the Dana Point General Plan?” video and provided the project website to increase awareness about the available resources to become involved as part of the process. The presentation also included an introduction to the workshop’s activities.



Community members discussing land use priorities.



Community members discussing conservation priorities.

AGENDA

- Welcome/Check-in (6:00 - 6:10 p.m.)**
Check-in at the welcome table to let us know you're here.
- Welcome Map (6:00 - 6:10 p.m.)**
Place a sticker on the community map to let us know where you're coming from.
- Food (6:00 - 6:10 p.m.)**
Grab some complimentary food before the presentation begins.
- Introduction Presentation (6:10 - 6:35 p.m.)**
Introduction to the General Plan Update and workshop activities.
- Initial Questions (6:35 - 6:50 p.m.)**
Please provide your answers to two visioning questions.
- Break-out Into Groups (6:50 - 6:55 p.m.)**
Go to your assigned break-out group topic station.
- General Plan Topic Stations (6:55 - 7:30 p.m.)**
Participate in the break-out group topic discussions and activities.
- Report Back (7:30 p.m. - 7:45 p.m.)**
Break-out groups report back their findings to all of the attendees.
- "Tell Us What You Love About Dana Point" photos (7:45 - 8:00 p.m.)**
Write down on the chalkboard what you love about Dana Point.

GENERAL COMMENTS

Please share any thoughts or comments you would like to leave with City Staff regarding the General Plan Update. Drop off at the check-in table.

Form area with dotted lines for writing comments. Includes a graphic that says "HAVE YOUR SAY" with a speech bubble icon.

The inside of the agenda packet including a space to leave general comments.



Welcome map in which community members placed dots to indicate if they lived, worked, or visited Dana Point.

Before breaking out into groups, the project team posed two initial questions: “What top values should guide the General Plan update?” and “How would you describe the essence of Dana Point’s identity?”. Participants also provided general concerns during the discussion.

After breaking out into groups, each group was directed to visit each of the General Plan topic stations for approximately five minutes each. Each station included two General Plan topics, two boards that provided context about what the General Plan addresses regarding those topics, and corresponding prompt questions to facilitate input, as follows:

Station 1

Land Use - Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where.

Noise - Are there places where you have ideas/concerns regarding noise generated from land uses or activities?

Station 2

Urban Design - What future enhancements within public spaces can support Dana Point as a unique and special place?

Economic Development - What challenges and opportunities are there for Dana Point businesses to thrive?

Station 3

Conservation/Open Space - Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced?

Station 4

Circulation - Which streets need improvements to enhance walking, bicycling, and/or improving safety? Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where?

Public Facilities - Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service)

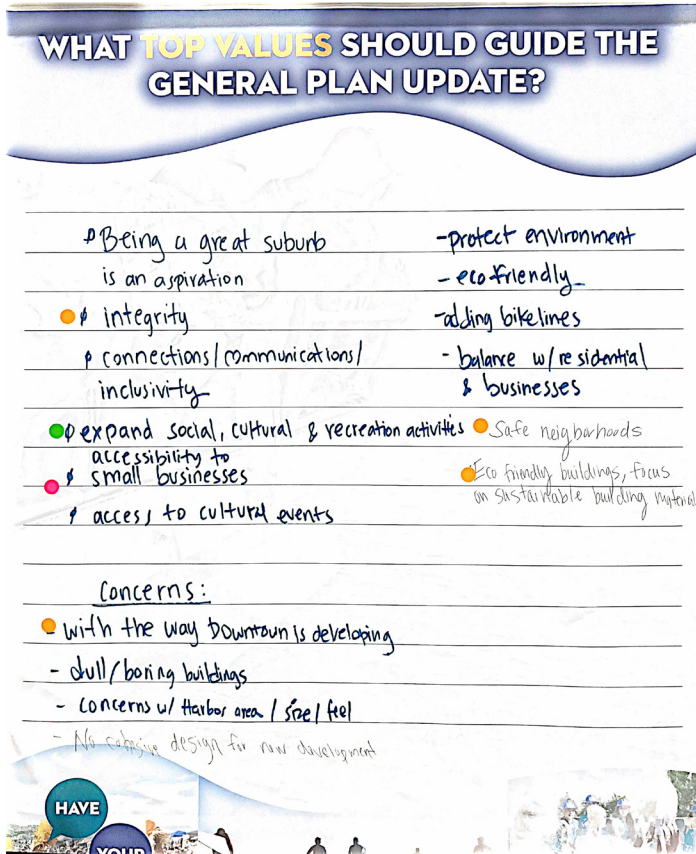
Station 5

Housing - What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located?

Public Safety - What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern?

A total of 145 comments were received at the Community Workshop and are included in the tables shown in the following pages.

INITIAL QUESTIONS TO ATTENDEES



Event stage prior to break-out group activities.

What top values should guide the General Plan update?

Comments	👍
Being a great suburb is an aspiration	
Integrity	1
Connections/communications/inclusivity	
Expand accessibility to social, cultural, and recreation activities	1
Small business	1
Access to cultural events	
Protect environment	
Eco-friendly	
Adding bike lanes	
Balance with residential and business	
Safe neighborhoods	1
Eco-friendly buildings, focus on sustainable building materials	1

General concerns voiced by the public:

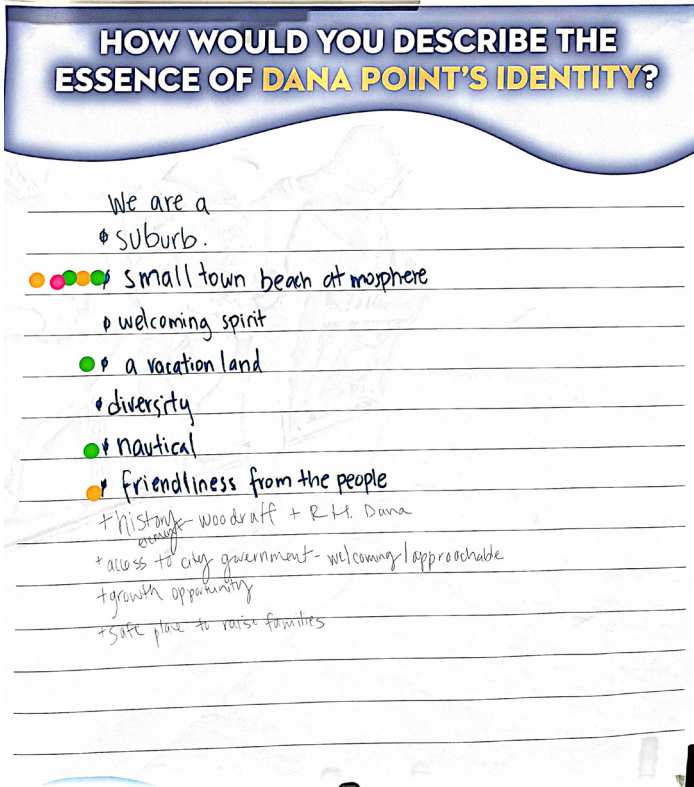
Comments	👍
With the way downtown is developing	1
Dull/boring buildings	
Concerns with harbor area/size/feel	
No cohesive design for new development	



Attendees were provided an overview of the current General Plan Elements.



INITIAL QUESTIONS TO ATTENDEES (Continued)



How would you describe the essence of Dana Point's Identity?

Comments	👍
We are a suburb	
Small town beach atmosphere	5
Welcoming spirit	
A vacation land	1
Diversity	
Nautical	1
Friendliness from the people	1
History element - woodruff + RH Dana	
Access to city government - welcoming/ approachable	
Growth opportunity	
Safe place to raise families	



Introduction presentation to all attendees.

STATION 1: Land Use

LAND USE ELEMENT

- Presents the City's goals and policies regarding land use for the long-term growth, development and revitalization of the City.
- Indicates the location, density and intensity of future development for all land uses city-wide.
- Aims to achieve a balanced mixture of land uses, and compatibility between them.
- Provides policy guidance specific to the development of the Headlands, the Town Center, the Doheny Village, and Monarch Beach.

Station 1 board which contained background information about the associated element of the General Plan.

LAND USE

ARE THERE AREAS THAT COULD BENEFIT FROM NEW LAND USES DIFFERENT FROM THOSE THAT ARE CURRENTLY THERE? (HOUSING, SHOPPING, SERVICES, OFFICE, DINING, ENTERTAINMENT, ETC.) PLEASE INDICATE WHERE.

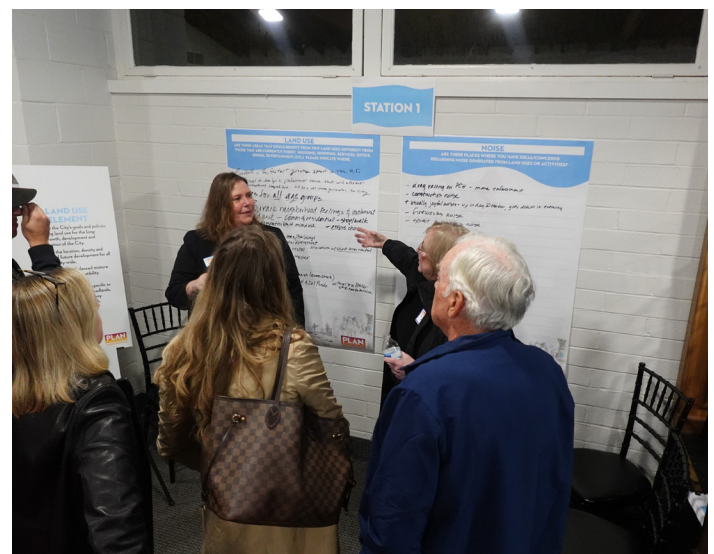
Rebuild Train Station

- Pickleball is the fastest growing sport in the U.S.
- We need to develop a professional venue that will attract International Competition - will be a net income generation for city
- uses for all age groups
- parks
- ENCOURAGE neighborhood feelings & involvement
- MIXED USE - COMM & RESIDENTIAL - SHOP/WALK
- ensure compatibility of mixed use - ensure choices
- open space
- compatible scale of uses/buildings
- address impacts of new development
- ownership more than rental - also concern w/ short term rental
- no Amazon distribution center
- need performance theater
- parks are important
- pedestrian/bike bridge @ Victoria St @ La Jolla Creek
- pedestrian mall between Pott & Del Prado
- dining all fresco
- cohesive high quality aesthetic
- DIRT's upgrade & expansion
- temporary uses (pop ups) on vacant lots

HAVE YOUR SAY



Break-out group discussing land use and noise.



Break-out group discussing land use and noise.

STATION 1: Land Use (Continued)

Are there areas that could benefit from new land uses different from those that are currently there? (Housing, shopping, services, office, dining, entertainment, etc.) Please indicate where.

Comments	👍
Rebuild train station	6
Pickleball is the fastest growing sport in the U.S.	4
We need to develop a professional venue that will attract international competitions - will be a net income generation for city	
Uses for ALL AGE groups	
Parks	
Encourage neighborhood feelings and involvement	
Mixed use - comm and residential - shop/walk	2
Ensure compatibility of mixed use	
Ensure choices	
Open space	
Compatible scale of uses/buildings	
Address impacts of new development	2
Ownership more than rental - also concern with short term rental	1
No amazon distribution center	
Need performance theater	8
Rentals are important	
Pedestrian/bike bridge at Victoria St (across creek) or tunnel	3
Pedestrian mall between PCH and Del Prado - ex Pearl St in Boulder/ 3rd St. Santa Monica	1
Dining al fresco	3
Cohesive high-quality aesthetics	3
DHHS upgrade and expansion	
Temporary uses (pop ups) on vacant lots	1



Attendees listening to key takeaways per station.

STATION 1: Noise

NOISE ELEMENT

- Aims to achieve and maintain environmental noise levels compatible with land uses.
- Identifies noise sensitive land uses and noise sources and defines noise areas.
- Indicates the acceptable noise level Community Noise Equivalent Level (CNEL) for any proposed noise sensitive land use.
- Noise/Land Use Compatibility Matrix
- Interior/Exterior Noise Standards

Station 1 board which contained background information about the associated element of the General Plan.



Break-out group discussing land use and noise.

NOISE

ARE THERE PLACES WHERE YOU HAVE IDEAS/CONCERNS REGARDING NOISE GENERATED FROM LAND USES OR ACTIVITIES?

drag racing on PCH - more enforcement ●●●

construction noise

+ usually joyful noises - up in day @ Harbor, goes down in evening

fireworks noise ●

street & nuisance noise ●●●

nice to hear the seals

Are there places where you have ideas/concerns regarding noise generated from land uses or activities?

Comments	
More enforcement of drag racing on PCH	4
Construction noise	
There are usually joyful noises - up in day @ Harbor, goes down in evening	
Fireworks noise	1
Street and nuisance noise	3
Nice to hear the seals	

STATION 2: Economic Development

ECONOMIC DEVELOPMENT ELEMENT

- Promote balanced development of resident serving and visitor serving commercial uses to ensure sound fiscal health, diverse employment opportunities and a vital local economy.
- Actively involve the business community to assist in shaping and implementing economic development initiatives.
- Capitalize on market opportunities with significant economic, cultural, and social benefits for the City, its residents, and guests.

Station 2 board which contained background information about the associated element of the General Plan.



Break-out group discussing economic development.

ECONOMIC DEVELOPMENT

WHAT CHALLENGES AND OPPORTUNITIES ARE THERE FOR DANA POINT BUSINESSES TO THRIVE?

- 1 - CAPO BEACH - ENHANCE/SUPPORT BUSINESSES
- 2 - ENCOURAGE SMALL BUSINESSES - NOT CHAINS
- 3 - DIVERSITY OF BUSINESSES
- 4 - SE FAIR SHARE BUSINESS COST - NOT AN EXPENSE OF RESIDENTS
- 5 - CONTINUE TO IMPROVE CITY PROCESSES TO SUPPORT LOCAL BUSINESSES
- 6 - PROGRAM FOR BUSINESS INVOLVEMENT IN/AROUND
- 7 - CHALLENGE - RENT COST FOR BUSINESSES CITY
- 8 - PROMOTE UNIQUE, ONE OF A KIND SMALL BUSI.
- 9 - BUSINESSES GEARED TOWARDS RESIDENTS NEEDS INCL YOUNG FAMILIES/CHILDREN
- 10 - SUPPORT RALPHS/ DEL PRADO.
- 11 - ALLOW OUTDOOR DINING.

What challenges and opportunities are there for Dana Point businesses to thrive?

Comments	👍
Capo Beach - enhance/support businesses	1
Encourage small businesses - not chains	3
Diversity of businesses	1
Fair share business cost - not an expense of residents	
Continue to improve city process to support local businesses	3
Program for business involvement in/around city	
Challenge - Rent cost for businesses	
Promote unique, one of a kind small businesses	1
Business geared towards residents needs including young families/children	3
Support Ralphs/ Del Prado	
Allow outdoor dining	3

STATION 2: Urban Design

URBAN DESIGN ELEMENT

- Provides proposals and policies to improve the image, character and quality of life of the City.
- Provides policies and design concepts for the preservation of the natural setting, public improvements, physical form and character of new private development.
- The Urban Design Plan consists of two major sections:
 - a. The first section addresses City-wide Urban Design concepts.
 - b. The second section focuses on community design concepts for the Capistrano Beach, Dana Point, and Monarch Beach portions of the City.

Station 2 board which contained background information about the associated element of the General Plan.



Break-out group discussing urban design.

URBAN DESIGN

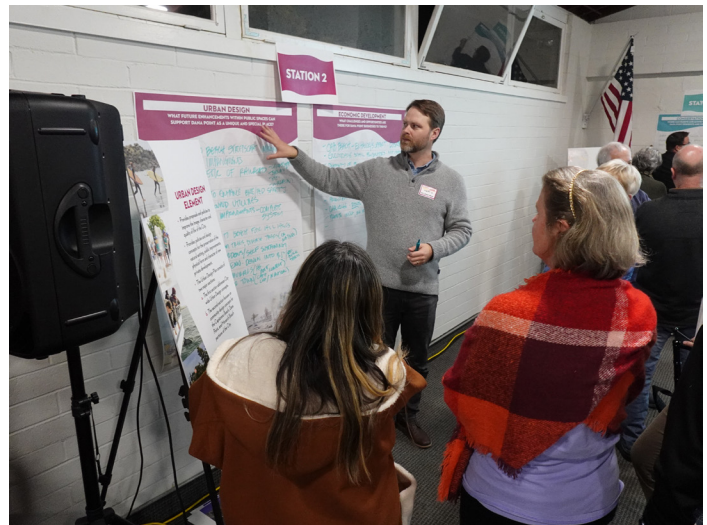
WHAT FUTURE ENHANCEMENTS WITHIN PUBLIC SPACES CAN SUPPORT DANA POINT AS A UNIQUE AND SPECIAL PLACE?

- 1 - DANA POINT MAKE DIFFERENT VIBES LIKE DOWNTOWN - LOOK LIKE DOWNTOWN - KEEP THE FUN.
- 2 - CAPO BEACH STREETSCAPE IMPROVEMENTS
- 3 - PGH IMPROVEMENTS
- 4 - AESTHETIC OF RAILROADS - LANDSCAPE? - WALKING? - ETC.
- 5 - IMP. TO ENHANCE BIKE/PED SAFETY.
- 6 - UNDERGROUND UTILITIES
- 7 - SIDEWALK IMPROVEMENTS - COMPLETE SYSTEM
- 8 - WIDE 10-FT SIDEWALKS IN DOWNTOWN AND COMM. AREAS
- 9 - PATHWAY TO BEACH FOR ALL AGES
- 10 - NO MORE PALM TREES, DIVERSE TREES (CA NATIVES)
- 11 - ROOFTOP GARDENS/SELF SUSTAINING.
- 12 - INTEGRATING ENV. DESIGN INTO PLS OF PUBLIC SPACES
- 13 - PUBLIC ART/MURALS (HG ART CONTEST)
- 14 - ARCH. STYLE FOR TOWN (CAPE / Nautical)
- 15 - MORE BENCHES/AMBIGUITIES - @ PARKS
- 16 - BENCH DONATION PROGRAM
- 17 - STONEHILL TO GORDON LANTIER CENTER MEDIAN ENHANCEMENTS 1/2 DEC CAPO
- 18 - ENTRY PRESENCE AS ENTERING INTO CITY e PUBLIC ART - WHOLE THING.
- 19 - ARCH. STYLE - NAUTICAL + WOODRUFF e COMBINE/BUILD OFF OF HIS WAY.

STATION 2: Urban Design (Continued)

What future enhancements within the public spaces can support Dana Point as a unique and special place?

Comments	👍
Don't make Doheny Village look like downtown, keep the funk	1
CAPO Beach streetscape improvements	2
PCH improvements	1
Aesthetic of railroad: landscape, walking, etc.	
Improvements to enhance bike/ped safety	1
Underground utilities	8
Sidewalk improvements - complete system	
Wise 10ft sidewalks in downtown and common areas	2
Pathway to beach for all ages	2
No more palm trees, diverse trees (CA natives)	1
Rooftop gardens/self-sustaining	1
Integrating environmental design into public spaces	
Public art/murals (high school art contest)	2
Architectural style for town (cape cod/nautical)	
More benches/amenities (and at parks)	1
Bench donation program	1
Stonehill to Golden Lantern center median enhancement	
Entry presence as entering into city (public art with whale theme)	
Architectural style (nautical and woodruff, combine/build off of history)	1



Break-out group discussing urban design.

STATION 3: Conservation & Open Space

CONSERVATION & OPEN SPACE ELEMENT

- Addresses the preservation and use of the City's natural resources and open space areas.
- Contains policies for the preservation and utilization of Dana Point's natural resources.
- Focuses on the City's existing and future parkland and the policies for the enhancement and maintenance of its parkland and recreational facilities.

Station 3 board which contained background information about the associated element of the General Plan.

CONSERVATION / OPEN SPACE

WHERE CAN PASSIVE AND ACTIVE RECREATIONAL OPPORTUNITIES FOR DANA POINT RESIDENTS AND VISITORS BE ADDED OR ENHANCED?

- 1 BALL SPORTS - BASKETBALL OTHERS IN
- 2 LACK OF DOG BOWLS IN PLAZAS AND PARKS - SHOPPING AREAS
- 3 PRESERVING HISTORICAL RESOURCES - BUILDING, LAND, MONUMENT
- 4 OPPORTUNITIES FOR AQUATIC CENTER (PARK) PUBLIC GATHERING
- 5 EXTEND REC CENTER TO EMPLOY CHILDREN TO HAVE ACTIVITIES
- 6 CONTINUE TO MAINTAIN UPGRADE EXISTING OPEN SPACE/PARK RESOURCES
• LOOK FOR EXPANSION
- 7 IMPROVEMENTS TO CONNECTIVITY - TRAIL UPGRADES CONNECTION TO DANA VILLAGES
• BRIDGE ACROSS CREEK
• LARGE BRIDGE w/ LANDSCAPE
- 8 VILLAGES PARK
- 9 MAINTAIN & CONTINUE TO ENHANCE COASTAL ACCESS & BIKE/PEDESTRIAN
- 10 SIDEWALKS ALONG PCH - UPGRADE AND ADD SIDEWALKS (CONNECTIVITY)
- 11 INCREASE SPORT COURT/FIELD ACTIVITIES PICKLEBALL and OTHER COURT SPORTS
- 12 ACCESS TO NATURAL RESOURCES
- 13 REVENUE PICKLEBALL VENUE - TRAIL INTERNATIONAL LEAD STRUCTURE THROUGH OTHER REVENUE
- 14 OPEN AREAS - USE MORE CONSTRUCTIVELY OPEN SPACE ACCESS
- 15 ADD MORE SHADE TREES NATIVE/MED CLIMATE LANDSCAPE
- 16 MURALS ON BUILDINGS FOR ART
- 17 VOUCHER BALL AREAS
- 18 COMMUNITY FOR BIKE AND BIKE FACILITIES ARTISTIC RACKS SHADE



Break-out group discussing conservation/open space.



Break-out group discussing conservation/open space.



STATION 3: Conservation & Open Space (Continued)

Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced?

Comments	
Ball sports - Bacci, Pickle Ball, others	
Lack of dog bowls in plazas and parks and shopping areas	
Preserving historic resources (buildings, lands, monuments)	3
Opportunities for aquatic center (pools and public gathering)	5
Extend rec center to have activities for children	
Continue to maintain and upgrade existing open space/park resources/urban settings/expanding these	1
Improvements to connectivity (trail upgrades, connection to Doheny Village, bridge across creek, large bridge with landscaping)	3
Doheny Village park	2
Maintain and continue to enhance coastal access and bike/ped trails	
Sidewalks along PCH - upgrade and add sidewalks for ped connectivity	3
Increase sport court/field activities pickleball and other sport parks	
Access to natural resources	
Pro pickleball venue to attract international competition (good for net revenue)	2
Canyon areas - open space access	
Add more shade trees native/Mediterranean climate landscape	
Murals on buildings for art	1
Volleyball areas	
Connectivity for bike and bike facilities artistic racks and shade	

STATION 4: Public Facilities/Growth Management

PUBLIC FACILITIES/ GROWTH MANAGEMENT ELEMENT

- 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.
- Addresses both 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.

Station 4 board which contained background information about the associated element of the General Plan.

PUBLIC FACILITIES

DO YOU HAVE IDEAS AND/OR CONCERNS ABOUT THE MAINTENANCE AND ADMINISTRATION OF PUBLIC FACILITIES AND SERVICES? (CIVIC, EDUCATIONAL, AND CULTURAL FACILITIES; AND UTILITIES SUCH AS ELECTRICITY, WATER AND SEWER)

for safety, reliability (wind storms), aesthetics, cable

Poles & lines underground throughout the city. ^{improvements etc.}

- keep Pt Dana Public School / make sure it is not replaced.
- indoor dog park ^{Need}
- By the Albany - Recreation facilities / Pickle ball / soccer / modern-looking baseball fields / nice facilities.
- (considered for surf museum) pool
- to support young families
- enclose pirate ship Park for safety concerns | Automatic traffic light control for Emergency services
- Parking lot for visitors / to not take away from residents parking supported by a shuttle service
- cable service in residential area (By strandbeach) ^{Costly - might strand beach}
- More facilities for meetings ^{variety in providers for internet} to community groups to meet (HOA, scouts)
- Repair Station for bikes
- Skateboards Park




Break-out group discussing circulation and public facilities.



STATION 4: Public Facilities/Growth Management (Continued)

Do you have ideas and/or concerns about the maintenance and administration of public facilities? (Civic, educational, and cultural facilities; and utilities such as electricity, water, and sewer)

Comments	
Poles and cable lines underground throughout the city for safety, reliability (wind storms), aesthetics	15
Keep RH Dana Public School/ make sure it is not replaced, improvements ok	
Indoor dog park	1
Need recreation facilities/ pickleball/ soccer fields/ modern looking nice facilities/ baseball	
Pool	
To support young families	1
Enclose pirate ship park for safety concerns	1
Automatic traffic light control for emergency services	
Functioning public art (bike racks)	1
Parking lot for visitors/to not take away from residents parking supported by a shuttle service	1
Cable service in residential areas (by Strand Beach) and variety in producers for internet	1
More facilities for meetings and community groups to meet (HOA, Scouts)	2
Repair station for bikers	1
Skateboard park	

STATION 4: Circulation Element

CIRCULATION ELEMENT

- Its purpose is to provide a safe, sensible, and efficient circulation system for the City.
- Establishes a hierarchy of transportation routes with specific development standards described for each category of roadway.
- Describes the location and extent of circulation facilities and services and identifies standards that apply to each.
- Utilizes Level of Service (LOS) performance criteria to evaluate the circulation system.

Station 4 board which contained background information about the associated element of the General Plan.

CIRCULATION

WHICH STREETS NEED IMPROVEMENTS TO ENHANCE WALKING, BICYCLING, AND/OR IMPROVING SAFETY? ARE THERE OPPORTUNITIES FOR STREET IMPROVEMENTS THAT WOULD MAKE VEHICULAR TRAFFIC MORE EFFICIENT AND/OR SAFE? IF SO, WHERE?

- Increased access to EV charging stations ^{bike} - make Dana Point the most bike-friendly city in OC
- if EV Stations are provided to be able to maintain parking (com./businesses specifically)
- Via California speed bumps (general safety)
- Via Sacramento and Camino Cap intersection safety
- Coast Highway is too narrow. / scary to drive there in rain/haze
- Different modes of transportation / dedicated safe bike lanes
- Year-round city shuttle, more OCTA bus lines / more frequent.
- consider popularity of e-bikes
- go bike complet
- 2 lanes each way. / incorporating a ped/bike/pedestrian mall
- pedestrian area
- Different routes / Different vehicles / environmentally friendly
- Dual bike lane / Dana Point Harbor Dr / walking funicular instead of Cove Road or in addition to.
- crosswalk violet lantern / la Plaza
- golf cart accessibility
- traffic calming / bike lanes / safety (La Costa example) / road diet
- bike or walk - more sidewalks
- safe circulation for kids riding bikes on pathways to beach/parks
- chicanes
- curb pop-outs

HAVE YOUR SAY

STATION 4: Circulation Element (Continued)


Which streets need improvements to enhance walking, bicycling, and/or improving safety? Are there opportunities for street improvements that would make vehicular traffic more efficient and/or safe? If so, where?

Comments	👍
Increased access to EV car/bike charging stations	2
Make Dana Point the most bike-friendly city	
If EV stations are provided, be able to maintain parking count (businesses specifically)	1
Via California speed bumps (general safety)	
Via Sacramento to Camino Cap. Intersection safety	
Coast Highway is too narrow/ scary to drive there in rush hours	1
Different modes of transportation/dedicated safe bike lanes	3
Year-round city shuttle, more OCTA bus lines/more frequent	1
Consider popularity of e-bikes (PCH Prado Ave)	
1 - 2 lanes each way/incorporating a ped/bike/ pedestrian mall	
Pedestrian area	
Different routes/ different vehicles/ environmentally friendly	
Dual bike lane/Dana Point and Harbor Dr	
Working funicular instead of Cove Road or in addition to	1
Crosswalk violet lantern/La Plaza	
Golf cart accessibility	1
Traffic calming/bike lanes/safety (La Cresta example)/ Road Diet	
Bike or walk	2
More sidewalks	1
Safe circulation for kids riding bikes on pathways to beach/parks	
Chicanes	2
Curb pop-outs	




Break-out group discussing circulation.

STATION 5: Housing



HOUSING ELEMENT

- Updated and certified by HCD in 2022.
- Identifies and establishes the City's strategy for the maintenance and development of housing to meet the needs of existing and future residents.
- Establishes policies that will guide City decision making and an action program to implement housing goals for the state-designated eight-year planning period (2021 through 2029).
- 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.



Station 5 board which contained background information about the associated element of the General Plan.



HOUSING

WHAT ARE THE TOP ISSUES RELATED TO HOUSING IN DANA POINT?
ARE THERE SPECIFIC TYPES OF HOUSING THAT YOU BELIEVE ARE NEEDED?
IF SO, WHERE SHOULD THEY BE LOCATED?

Handwritten notes include:

- NO CITY IF APARTMENTS, OWNERSHIP OK
- AFFORDABILITY ✓
- MAINTAIN VALUE
- SHORT-TERM RENTAL ✓
- WHAT HAPPENED TO CAFE COO STYLE?
- HIGH DENSITY NOT DESIRABLE
- ALSO DESIRABLE TAX BASE
- NO HIGH RISE ✓
- ALREADY BUILT OUT ✓
- PROTECT VIEWS
- NEED PARKING
- NEED TYPES OF HOUSING:
 - LOW INCOME HOUSING
 - SENIOR HOUSING
 - BLIGHT CLEAN UP EXISTING MEDV
 - SOUTH OC EQUITY COLLAB. → CONNECT WITH THEM
 - NEED PLACE FOR YOUNG PEOPLE
 - WALKABILITY
 - MORE SINGLE FAMILY HOMES
 - MIXED USE
 - CONVERT EXISTING AFFORDABLE
- WHERE:
 - SHOPPING CENTERS
 - ROCKY VILLAGE
 - ROCKEOP
- NO MORE HOUSING ✓
- MORE FAMILIES

Other notes: YES HIRING, NO MORE, HAVE YOUR SAY




Break-out group discussing Housing and Public Safety Elements.




Break-out group discussing Housing and Public Safety Elements.



STATION 5: Housing (Continued)

Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced?

Comments	
Yes Airbnb	4
No Airbnb/Short-term rental	6
No city of apartments, ownership ok	2
Affordability/Maintain value	1
What happened to cape cod style?	
High density not desirable	9
Also desirable tax base	
No high rise	9
Already built out	2
Protect views	3
No more housing	1
More families	
Housing in shopping centers	2
Doheny village	
Redevelop single family	
Need low-income housing	
Need senior housing	
Blight clean up existing MFD (multiple family dwellings)	7
Connect with South OC Equity Collaborative	
Need place for young people	1
Walkability	5
More single-family homes	
Mixed use	
Convert existing units to affordable	

STATION 5: Public Safety

PUBLIC SAFETY ELEMENT

- Updated in 2022.
- 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).
- Establishes goals and policies to minimize the danger to residents, workers and visitors, and identifies actions to deal with crisis situations (e.g., earthquake, fire, or flood).
- Addresses emergency response agencies and cooperation with one another and with other jurisdictions.

Station 5 board which contained background information about the associated element of the General Plan.

PUBLIC SAFETY

WHAT ARE WAYS TO KEEP DANA POINT A SAFE PLACE TO LIVE REGARDING NATURAL HAZARDS SUCH AS FIRE, EARTHQUAKES, LANDSLIDES, LAND EROSION, AND FLOODS? WHERE ARE AREAS OF CONCERN?

- POLLUTION FROM HARBOR
- EFFECTS OF DEVELOPMENT
- OVERHEAD POWER LINES; NEED UNDERGROUND, FIRE HAZ.
 - POWER OUTAGE - RELIABILITY, SAFETY + AESTHETICS
- NUCLEAR PLANT DECOMMISSION - WIND
- BLUFF LOOKOUT EROSION
- LOSS OF CAPO BEACH, SEA-LEVEL RISE
- MORE CERT TRAINING → COMMUNITY BUILDING + WORKING TOGETHER IN CRISIS
- MEETING PLACES FOR EMERGENCY - RESOURCES AVAILABLE, SUPPLIES
- MULTIPLE - EXPAND PROGRAM
- EBIKE REBATE FOR TRAINING/SAFETY
- NO PARKING @ SEATERRACE




Break-out group discussing Housing and Public Safety Elements.



STATION 5: Public Safety (Continued)

What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquake, landslides, land erosion, and floods? Where are areas of concern?

Comments	
Pollution from harbor	
Effects of development	
Overhead powerlines, need underground, fire hazard, power outage-reliability, safety in the wind	10
Nuclear plant decommission	1
Bluff lookout erosion	
Loss of CAPO beach, sea-level rise	2
More cert training, community building + working together in crisis	3
Meeting places for emergency - resources available, supplies	2
E-bike rebate for training/safety	1
No parking at Sea Terrace	2

5.2 Community Open House

As one of the final steps of the visioning phase of the General Plan update, the City of Dana Point hosted an open house on June 29, 2023, at the Dana Point Community Center from 6:00 to 8:00 p.m. Approximately 80 community members attended the open house.

The purpose of the open house was to report back to the community the distilled compilation of findings from all of the community engagement the City received during phase one of the General Plan update. Multiple banners were printed and placed around the room to walk attendees through a summary of community outreach efforts, common ideas shared by community members, the General Plan update process, guiding principles derived from community input, opportunities to provide feedback on the City’s findings, and key themes related to each element of the General Plan.

Attendees were asked to sign-in with their name and email address upon entry to the open house. They were then offered a handout which provided guidance on how to walk through the open house layout and some key takeaways from the visioning phase findings. Participants were encouraged to write on note cards any key themes they thought the city should reconsider or add to the theme boards. Upon finishing the walk through of the open house, sandwiches, snacks and drinks were available and tables provided the opportunity for informal discussions. A total of 90 comments were received on note cards at the open house and are included in the tables shown in the following pages.



Welcome table to the open house.



Attendees reviewing and engaging in conversations about the materials displayed at the open house.



Attendees reviewing the materials displayed at the open house.



Note cards available for attendees to provide feedback.



Attendees discussing at round tables during the open house.



Attendees participating in the open house.



Attendees walking through the open house.



WELCOME!
TO THE
**COMMUNITY VISIONING
OPEN HOUSE**

PLAN DANA POINT

CHECK OUT
WHAT WE'VE
HEARD!

PLEASE CHECK-IN
AT THE WELCOME TABLE



Welcome banner.

**DANA POINT
GENERAL PLAN UPDATE**



CONTINUE THIS WAY

Directional arrows placed between banners.

PLAN DANA POINT
**DANA POINT
GENERAL PLAN UPDATE**
**SIGN-UP FOR
UPDATES**

Name	Email Address	Live/Work/Visit

STAY TUNED FOR PHASE 2
PLANDANAPOINT.COM

Sign-in sheet.



**DANA POINT
GENERAL PLAN UPDATE**

INTRODUCTION

- THE CITY OF DANA POINT HAS INITIATED A GENERAL PLAN UPDATE PROCESS
- THE GENERAL PLAN UPDATE PROCESS WILL CONSIST OF THREE PHASES: VISIONING, PLAN DEVELOPMENT, AND IMPLEMENTATION



WHAT IS A GENERAL PLAN?

- A CITIZEN-BASED LONG-TERM VISION FOR THE CITY
- A POLICY DOCUMENT TO BE IMPLEMENTED OVER TIME
- A "BLUEPRINT" FOR FUTURE DEVELOPMENT DECISIONS

WHY IS AN UPDATE NEEDED?

- THE CURRENT GENERAL PLAN WAS ADOPTED IN 1991
- TO ADDRESS NEW STATE REQUIREMENTS
- TO CAPTURE CURRENT COMMUNITY VALUES



WHAT'S NEXT?

- SUMMARY OF ENGAGEMENT EFFORTS
- VISIONING FRAMEWORK
- PLANNING COMMISSION MEETING (JULY 10, 2023)
- CITY COUNCIL MEETING (JULY 18, 2023)

PLANDANAPOINT.COM

Introduction to the General Plan update.



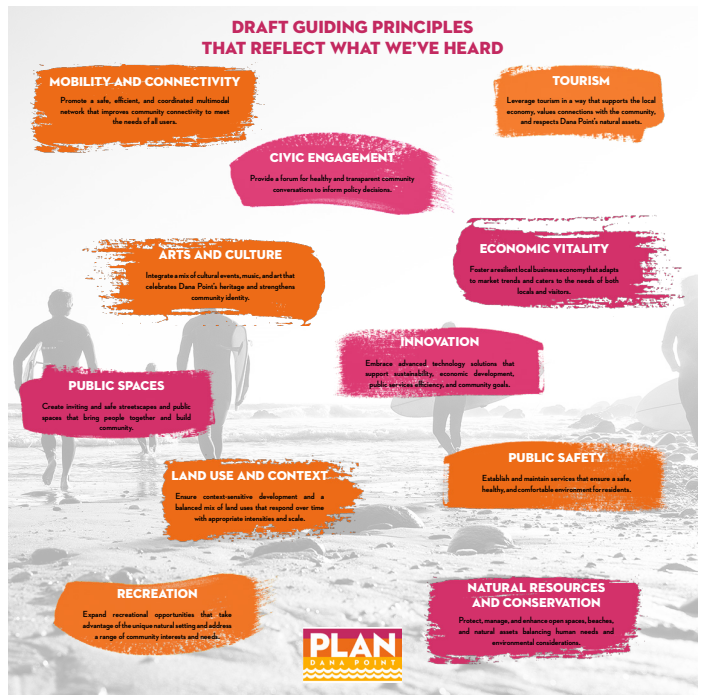
PLAN DANA POINT SUMMARY OF COMMUNITY ENGAGEMENT TO DATE



Summary of community engagement.



Most common public input provided during community outreach.



Major guiding principles derived from community input.

PLAN DANA POINT GENERAL PLAN UPDATE PROCESS



The General Plan update process.

The following boards at the Open house displayed major themes organized by General Plan element topic:

LAND USE

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. Comments will continue to inform community dialogue on land use and development topics as Dana Point evolves.

HIGHLIGHTS OF WHAT WE'VE HEARD... *

- 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.
- Encourage the revitalization of Doherty Village to leverage opportunities for restaurants, entertainment, and local services uses.
- Continue coordination with the County of Orange regarding the Harbor revitalization to optimize community benefits for locals and visitors.
- Support a mix of uses that allow for additional retail and dining options in Capistrano Beach.
- Implement the vision for Town Center as part of new development.
- Develop strategies to reposition retail and office commercial centers over time to respond to market trends and community needs.
- 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.
- Adapt to expanded tourism while maintaining priority on local businesses and residents.
- Provide additional community-serving passive and active recreation opportunities.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.



NOISE

The Noise Element aims to achieve and maintain environmental noise levels compatible with land uses. 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.

HIGHLIGHTS OF WHAT WE'VE HEARD... *

- 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.
- Address potential noise from short-term rental occupants and facilitate reporting and enforcement.
- Promote alternative modes of travel such as bicycling and walking to reduce noise generated from vehicular traffic.
- Enforce noise regulations related to excessive noise from vehicle exhaust, motorcycles, and speeding traffic.
- 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.
- Balance the benefits and needs of special events and outdoor activities with the well-being of residents.
- Continue to actively enhance the regulation and management of noise to improve procedures and minimize noise impacts.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.



ECONOMIC DEVELOPMENT

The Economic Development Element addresses the broad range of long-term economic and development issues including balancing resident serving and visitor serving commercial uses to ensure sound fiscal health, providing diverse employment opportunities and supporting a vital local economy. Community feedback highlighted 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.

HIGHLIGHTS OF WHAT WE'VE HEARD... *

- 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.
- Facilitate the updating and enhancement of existing shopping centers.
- Encourage the establishment of a diversity of businesses that provide variety in products and services 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.
- Build-upon existing community events, such as festivals, concerts, and markets.
- 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.
- Strengthen programs to promote business retention and support small businesses.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.



URBAN DESIGN

The Urban Design Element aims to improve the image, character, and quality of life of Dana Point. Urban Design comments suggested improving the public right-of-way, regulating bulk and scale of development, enhancing the pedestrian experience, and providing attractive and functional spaces for gathering.

HIGHLIGHTS OF WHAT WE'VE HEARD... *

- Prioritize beautification and streetscape enhancement improvements that support livability, public safety, and economic vitality.
- 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.
- Seek opportunities to incorporate art into the public realm that embraces Dana Point's heritage and strengthens community identity.
- Encourage the incorporation of community- and neighborhood-serving open spaces such as pocket parks, community gardens, and plazas.
- 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.
- Encourage landscaped areas that incorporate plant species that help prevent coastal erosion, conserve water, and reduce fire risks.
- Encourage the incorporation of canopy trees along sidewalks and streets to provide shade and comfort.
- 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.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.





The following boards at the open house displayed major themes organized by General Plan element topic:

CIRCULATION

The Circulation Element purpose is to provide a safe, sensible, and efficient circulation system for Dana Point. Highlights of community comments include connectivity between destinations, improving circulation with a variety of travel modes including walking and bicycling, and enhancing safety and accessibility.

HIGHLIGHTS OF WHAT WE'VE HEARD...

- Evaluate the potential for the trolley to have extended dates of service, increased frequency, and additional routes that enhance connectivity for locals and visitors.
- Support strengthening connections for walking and bicycling to key destinations such as the beach, Town Center and the Harbor.
- Maintain roadway improvements to ensure safe and efficient vehicular circulation, 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 for all users.
- 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, ebike parking areas, and electric vehicle charging stations in key destinations.
- 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.
- Improve bicycle and ebike safety through expanding programs and leveraging partnerships with community organizations and Capistrano Unified School District (CUSD).
- 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.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.

PUBLIC FACILITIES

The Public Facilities/Growth Management Element addresses infrastructure and public services. Community feedback highlights include 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.

HIGHLIGHTS OF WHAT WE'VE HEARD...

- 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.
- 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.
- Pursue funding and strategies to update schools and expand parks, sports fields, and trail facilities.
- 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.
- Continue to have a role in the Harbor revitalization for both local and visitor benefits.
- Ensure adequate public facilities and resources will be available to future generations.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.

HOUSING

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. Comments received will continue to inform community dialogue on housing-related topics as the City evolves.

HIGHLIGHTS OF WHAT WE'VE HEARD...

- Facilitate continued dialogue to identify housing needs and priorities and determine the desired scale and type of housing opportunities.
- 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.
- Strike the right balance between rental opportunities and home ownership, and affordable and market-rate housing.
- Prioritize vacant and underutilized sites in existing urbanized areas near transit, highways, and commercial uses.
- Provide quality-of-life features such as individual open space, front yards, and backyards.
- Improve existing housing stock, rehabilitate older neighborhoods, and ensure housing and neighborhoods are well maintained.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.

PUBLIC SAFETY

The Public Safety Element addresses features that represent a potential danger to the safety of citizens, sites and structures, public facilities, and infrastructure. Because the Public Safety Element (2022) was recently updated, this element is not envisioned for extensive updating as part of the upcoming General Plan update process. Community feedback topics emphasized protection of beaches and coastal bluffs, and citizen education and emergency preparedness.

HIGHLIGHTS OF WHAT WE'VE HEARD...

- 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.
- Continue to monitor climate change, sea level rise, and coastal erosion and work with local jurisdictions to minimize damage and protect lives.
- Explore the feasibility of an artificial reef, sand replenishment programs, or other strategies, to prevent coastal erosion.
- Address geotechnical conditions related to hillside slippage, landslides, and erosion.
- Expand or upgrade lighting of public spaces, such as parking areas, parks, and streets.
- Continue to provide adequate law enforcement and protection.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.

CONSERVATION AND OPEN SPACE

The Conservation and Open Space Element addresses the preservation and use of Dana Point's important natural resources and open space areas, as well as focuses on existing and future parkland and recreational facilities. Community feedback highlights include expanding recreation access and opportunities, stewardship of natural resources, and mitigating coastal challenges.

HIGHLIGHTS OF WHAT WE'VE HEARD...

- 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.
- 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, sportsfishing, 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.
- Renovate existing parks to incorporate additional amenities to increase functionality, such as outdoor fitness stations, playgrounds, tennis courts, and pickleball courts.

* For a complete list of key themes, please review the Plan Dana Point Visioning Framework document which will be made available the first week of July on PlanDanaPoint.com.

Board at the Open house with highlights related to conservation and open space.



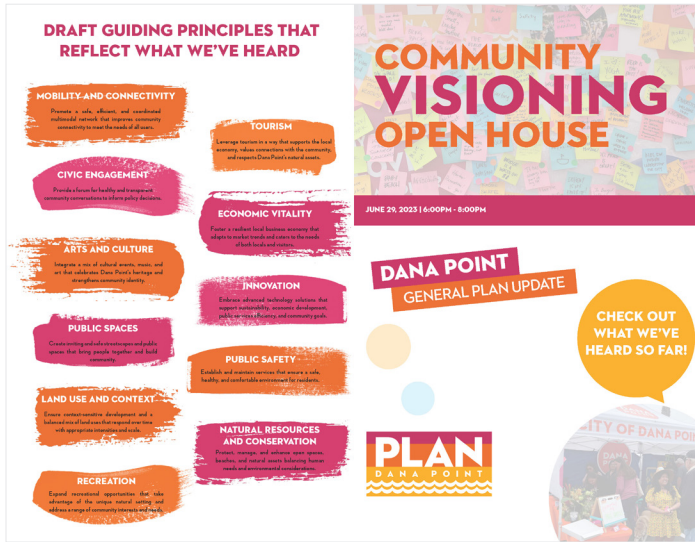
Poster inviting attendees to provide feedback on the theme boards.



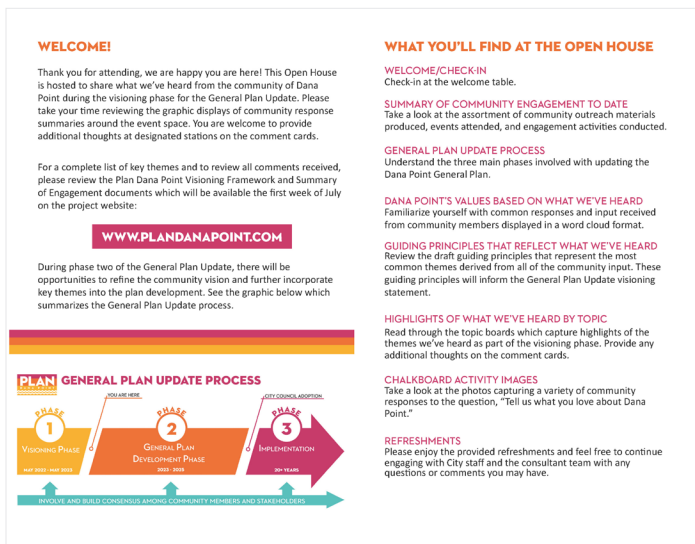
Banners displaying photos of the "Tell Us What You Love About Dana Point" chalkboard activity responses at Open house.



Banners displaying photos of the "Tell Us What You Love About Dana Point" chalkboard activity responses at Open house.



Handout back cover (left) and front cover (right).



Handout inside pages.

Comments
Be aware of our eco system; more parks; take a lesson from Northern California
Parking in most business areas will continue to be a problem; you have to come up with a solution to accommodate the expected growth including tourists.
Pickleball has currently grown to 32 million players in U.S. We can join the growing list of communities by developing a professional venue to attract international competition. This will result in increased revenue for hotels and local businesses.
Continue to build partnership/communication with Doheny State Beach and State Park events.
"Small beach town" feel is not Newport Beach. We can do better! Say no on 380-unit apartment project as CUSD site. Look at 5 Freeway & Crown Valley! Density is well above planned density for Doheny Village
What is our "theme"? New projects... new buildings downtown have no character and would fit in... Corona, Las Vegas, etc. Think San Juan Capistrano or Laguna.
I've been a Dana Point resident for almost 28 years. We live on Big Sur St. The overhead lines are dangerous, terrible looking and makes a great place for the birds to hang out to make a mess of our cars. Please get the lines underground like much of the City already has. Thank you! A very happy homeowner in Dana Point!
Better use and development of Sea Terrace Park. Community Pool. Pickle ball center with stadium type seating. Lake
Increase shared bike and traffic lanes within coastal zone. Increase traffic calming in Lantern District. Increase speeding enforcement.
Create and maximize transportation between Town Center, Del Prado, and the Harbor. Need more parking and small parks in town.
Utilize better architecture for new commercial and apartment buildings – fewer boxes.
Be realistic with the goals and policies incorporated into the General Plan. Unrealistic or goals detrimental to the City need to be clearly identified and articulated why they are not going to help the future of the City.
Create a clear architectural style/expectations for various commercial core. Provide clear direction on the expectations to assist developers looking to invest in our community.
Sidewalks in Capo Beach: Streetlights not being installed is understandable and keep Dark Skys. Sidewalks will provide safe travel for the young families and growing elderly community.



Comments
<i>What happened to Dana Point it looks like Irvine. Compliment our coastal beauty with less buildings and more public access to beauty. Stop throwing away paradise to developers greed. Start doing what the community needs rather than developers needs. Keep our coastal area from becoming urban trash. Stop the trolley going into Palisades neighborhood – there is no reason for it.</i>
<i>Take charge of Harbor redevelopment and complete it!</i>
<i>I see that the city is aware that undergrounding the power/utility lines is a big motivator to a number of residents in Dana Point. What I don't see is the city doing to make it happen. The Stonehill project is with funds accumulated over a series of years with SDG&E. What about the residential areas. The Stonehill funds are stipulated for main streets. Infrastructure is a civic responsibility. A city with good infrastructure attracts tourists, businesses and residents. Each has its role in supporting the city and the city owes each of the _____ a responsibility to provide modern state of the art infrastructure. We all want to thrive, not just survive.</i>
<i>Please ID city officials with name badges and job description.</i>
<i>Get e-bikes off the sidewalks!</i>
<i>We are all desperately in need of getting our powerlines underground in Dana Knolls.</i>
<i>Urban Design/Public Safety – I see lots of info for Del Prado public spaces, but residents deserve design in safety too. Wires – put them underground. Make a City plan, not a commercial area plan. _____ if there were wires on the commercial areas, they could/would have been buried. Don't' be narrow/segment focus. Total Plan. As the report said, if there are plans in place, grants will follow. You can't wait for \$ to start. ____ find it!</i>
<i>Density increase needs to be more strategically placed, and be "brave" to show how it's needed. Doheny Village area and more opportunities for residents in Town Center. Need people to support businesses.</i>
<i>Undergrounding electric and other infrastructure lines. Need to create a program where there can be partnerships between the City, SDG&E, and property owners.</i>
<i>No more artificial reef! Our beaches are going to be gone!</i>
<i>Need exit to Stonehill from Fwy 5.</i>
<i>Public safety – more security at the marina.</i>
<i>Need a light to get on to Camino Capistrano from a car dealer's row, difficult.</i>
<i>Try not to hinder development. Increase mixed-use and multi-story buildings around PCH.</i>
<i>Create dog friendly beaches.</i>
<i>Staff and City personnel needed to have identified themselves on their name badge. Someone could have welcomed us at one point and just said "hello, glad you are here." Even without any formal speeches, it would have been nice to hear from someone.</i>

Comments
<i>I would like to see a map showing city boundaries – what area actually encompasses Dana Point. I understand it is on the website but I would have liked to see it here so we all know what area we mean when we talk about Dana Point. Thanks for all you do.</i>
<i>Do not over build Doheny Village! Zoning has been set with limits of 30 du/ac for the bus property CUSD!</i>
<i>Public Safety/Health Concerns – time to stop the beggars and vagrants that are invading entrance to Costco. Progressively getting worse to the point they are leaving trash where they stand, if worse it will be out of control, don't them to stare at me while waiting for light.</i>
<i>Security - more police patrolling at Dana Knolls (no gates)</i>
<i>Stop high rises; support mom and pop shops; stop rehabs and reducing property values; replace the 5 acre park that Dana Point sold to ex-con housing; no new development with out community vote.</i>
<i>Need a Kaiser emergency hospital, too far to Irvine</i>
<i>Responsible development to meet community needs</i>
<i>Preserve history</i>
<i>More parks, trails</i>
<i>Compliment coastal communities with any new development to be less than 3 stories</i>
<i>Tourism of upper 2% that travel to more low key areas providing nature and art who spend money in our shops and restaurants</i>
<i>Dana Point needs its own police department that will be more invested in our communities.</i>
<i>Educated social workers to handle homeless and mental needs</i>
<i>Protect natural resources; stop the building of greedy developers</i>
<i>Hear the local community and adhere to their needs</i>
<i>Keep our coal neighborhoods and suburbs, not urban cities</i>
<i>Regulate more on e-bikes</i>
<i>Children and teens in our communities need more facilities and more city involvement</i>
<i>Key highlights to focus on:</i>
<i>-Develop strategies to reposition retail and office commercial over time to respond to market trends and community needs.</i>
<i>- 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.</i>
<i>Nothing against elephants per se... but if Dana Point is the whale watching capital of the world, they seem to send an inconsistent/off-brand message</i>



Comments
<i>Economic Development – historic building assets – businesses in historic building – get federal 20% and new state 20% tax credit for retention of historic significance</i>
<i>It would be really nice if trolley service expanded to facilitate local events/activities. For instance, if they operated later the first Thursday of each month to support folks attending Laguna Beach’s first Thursday’s art walk. Other events: Swallows Parade in SJC (traffic is hellacious), Wednesday evening summer concerts in SJC. And definitely more trolleys on summer concert afternoons.</i>
<i>Ebike charging</i>
<i>Better cell phone reception. I have T-Mobile and live in the Lantern District (between Copper and Crystal). Crappy cell phone reception. Folks walk down via elevador to talk on the phone.</i>
<i>So curious if the move from 1-way traffic on PCH and on Del Prado to 2-way traffic on each... worked? Feel bad for the businesses on sleepy Del Prado, as everyone flies up and down PCH. That change never really made sense to me.</i>
<i>Oh gosh, please please enforce height restrictions. The tall downtown buildings sure feel out place and out of character in Dana Point. I’d hate to see more of the town go that direction.</i>
<i>Balance quality of life with economics</i>
<i>Beach erosion!</i>
<i>Transportation impact</i>
<i>Trees/landscape – Trees not Palms</i>
<i>More passive parks/kids play equipment</i>
<i>Keep park like feel – Harbor – not cookie cutter like Marina Del Rey</i>
<i>Slow traffic – like landscape on Del Prado</i>
<i>Not tall structures to rob Dana Point/Capistrano Beach of beach charm</i>
<i>Thought approach to scale of density</i>
<i>No buildings that look like Irvine</i>
<i>Not Newport Beach or Huntington Beach</i>
<i>Social workers not cops for homeless – cops just run them out</i>
<i>No fast food – individual unique food</i>
<i>Architectural vision – not just cheap tall no soul like Irvine</i>
<i>Redo Markets - good</i>
<i>Stop STR in neighborhoods</i>
<i>Need YMCA for kids</i>
<i>Below bluff Pines Park – nice! Dog zone with sitting areas – trees, etc.</i>
<i>Travel motel rehab on Coast Highway – great – need more projects like that</i>
<i>Nature, nature, nature</i>

Comments
<i>Art focus – revolving art like Newport by library, San Diego does it too</i>
<i>Noise – keep in mind at all levels especially street, loud, speeding, cars, motobikes</i>
<i>Balance tourism and locals</i>
<i>Services keep pace with development – classes for kids – keep pace</i>
<i>Keep our police department not rent as sheriff</i>
<i>Keep development in check or not enough water and high cost of water</i>
<i>More culture – pool, museum, cultural center, community theater</i>
<i>Continue sense of community – all ages – better separate senior center</i>
<i>Open space not enough in Dana Point, no pocket parks, need lots more, don’t sell vacant land for \$\$, create open space. The City sold property on Via Cañon on in Capo Beach, that should have been a park.</i>
<i>Yes, generally there is a pro-development attitude in terms of regulation, but be more strategic in how we allow development. Don’t give away the farm.</i>
<i>Reevaluate architectural design of commercial buildings, currently all structures look like “Irvine” not Dana Point</i>
<i>Find a way to balance STR opportunity without impacting residential areas – single family residential. Locate in commercial cores – Town Center and Doheny Village only.</i>
<i>Continue to improve park facilities – find a way to bring toilet facilities to Pines Park</i>
<i>Question – what is the city doing for the disabled community? Are the sidewalks accessible for wheelchairs? Id’ like to see that addressed – there are older and disable people living here.</i>



PUBLIC FACILITIES

The Public Facilities Grant Program (PFGP) is a federal program that provides grants to states and local governments to fund the construction, renovation, and maintenance of public facilities. The program is authorized under the American Recovery and Reinvestment Act of 2009 and is administered by the U.S. Department of Housing and Urban Development (HUD).

HIGHLIGHTS OF WHAT WE'VE HEARD...

- States and local governments are using PFGP funds to fund a wide range of public facilities projects, including schools, libraries, community centers, and senior centers.
- Many states and local governments are using PFGP funds to fund the construction of new public facilities, as well as the renovation and maintenance of existing facilities.
- PFGP funds are being used to fund a wide range of public facilities projects, including schools, libraries, community centers, and senior centers.
- Many states and local governments are using PFGP funds to fund the construction of new public facilities, as well as the renovation and maintenance of existing facilities.
- PFGP funds are being used to fund a wide range of public facilities projects, including schools, libraries, community centers, and senior centers.

URBAN DESIGN

Urban design is the process of creating a plan for the physical layout of a city or town. It involves the arrangement of buildings, streets, and public spaces. Urban design is a key component of city planning and is essential for creating vibrant, walkable, and sustainable communities.

ECONOMIC DEVELOPMENT

Economic development is the process of creating jobs and increasing the standard of living in a community. It involves a variety of strategies, including attracting new businesses, supporting existing businesses, and investing in infrastructure. Economic development is essential for the long-term prosperity of any community.

PUBLIC FACILITIES GRANT MANAGEMENT BOARD

The Public Facilities Grant Management Board is responsible for the selection and award of PFGP grants. The board is composed of representatives from the states and local governments that are eligible to receive PFGP funds. The board's primary responsibility is to ensure that PFGP funds are distributed in a fair and equitable manner.

COMMUNITY DEVELOPMENT

Community development is the process of improving the quality of life in a community. It involves a variety of strategies, including providing affordable housing, creating job training opportunities, and investing in infrastructure. Community development is essential for creating vibrant, walkable, and sustainable communities.





POP-UP OUTREACH

6.0 POP-UP OUTREACH

The City of Dana Point conducted a series of pop-up outreach events to gather input from community members to help guide a vision for the General Plan update. These efforts intentionally met residents and visitors where they were, out and about during a variety of local events. This engagement strategy was successful at collecting priorities from community members who may not typically engage in City meetings in addition to educating the public about the General Plan update. At each event attended, the project team set up a booth or a table, and invited passersby to learn about the project and engage in a few visioning exercises. These engagements have been cataloged and feed into the Visioning Framework document that describes a set of shared values and themes that will guide the forthcoming plan development phase of the General Plan update. The City of Dana Point attended the events identified in the graphic below to conduct pop-up outreach. The following pages describe in greater detail what engagements took place during each pop-up outreach event and how it informs the greater vision for the future of Dana Point.



Pop-up Outreach at Dana Point Farmers Market.



LITTLE LEAGUE
OPENING DAY



FESTIVAL OF THE
WHALES



FARMERS MARKET



CAPISTRANO UNIFIED
SCHOOL DISTRICT
(CUSD) ENGAGE



EARTH DAY



STATE OF THE CITY



REDO MARKET



CIVIC ASSOCIATION
COFFEE CHAT



DANA POINT CHAMBER
OF COMMERCE THIRD
THURSDAY MIXER



CITY OF DANA POINT
STAFF EVENT



6.1 Little League Opening Day

On Saturday, February 18, 2023, the City of Dana Point facilitated a pop-up outreach session at the Little League Opening Day event, which brings families to Del Obispo Park to kick-off the season. The project team set up a booth with materials and activities prepared to provide the public with information about the General Plan update and to increase awareness of ways to become involved as part of the visioning phase. Project team members were available at the booth for the duration of the Little League Opening Day event.

The following materials were available at the table to conduct the pop-up outreach:

- A metal stand displaying the PlanDanaPoint.com website.
- A metal stand displaying QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- City of Dana Point’s POPcycle with popsicles to share with event attendees.
- Flyers with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.

The project team invited the event attendees to visit the table to learn about the General Plan update, provided background and introduced them to the process. Event attendees were invited to visit the PlanDanaPoint.com website. As part of the pop-up outreach event, the project team distributed flyers which included QR codes with direct links to the online engagement resources available on the project website.



Pop-up Outreach at Little League Opening Day.



Pop-up Outreach at Little League Opening Day.



6.2 Festival of the Whales

On Saturday, March 4, 2023, the City of Dana Point facilitated a pop-up outreach session at the Festival of the Whales – Whales, Tails, and Ales event at the Dana Point Harbor. The project team set up a booth with materials and activities prepared to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase. Project team members were available at the booth for the duration of the event from 8:00 a.m. to 4:00 p.m. The event showcased live music, a variety of vendors that included food and craft beer options, as well as local artisan and dog-friendly products. The event also included a kids’ area with inflatables and a dog costume contest and was well attended by residents and visitors of all ages.

The following materials were available at the booth to conduct the pop-up outreach:

- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- A board that included the question “Which top 3 values should guide the General Plan update?”, and provided a series of values, as well as the option to write-in others.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.
- Screen playing the “What is the Dana Point General Plan?” video.



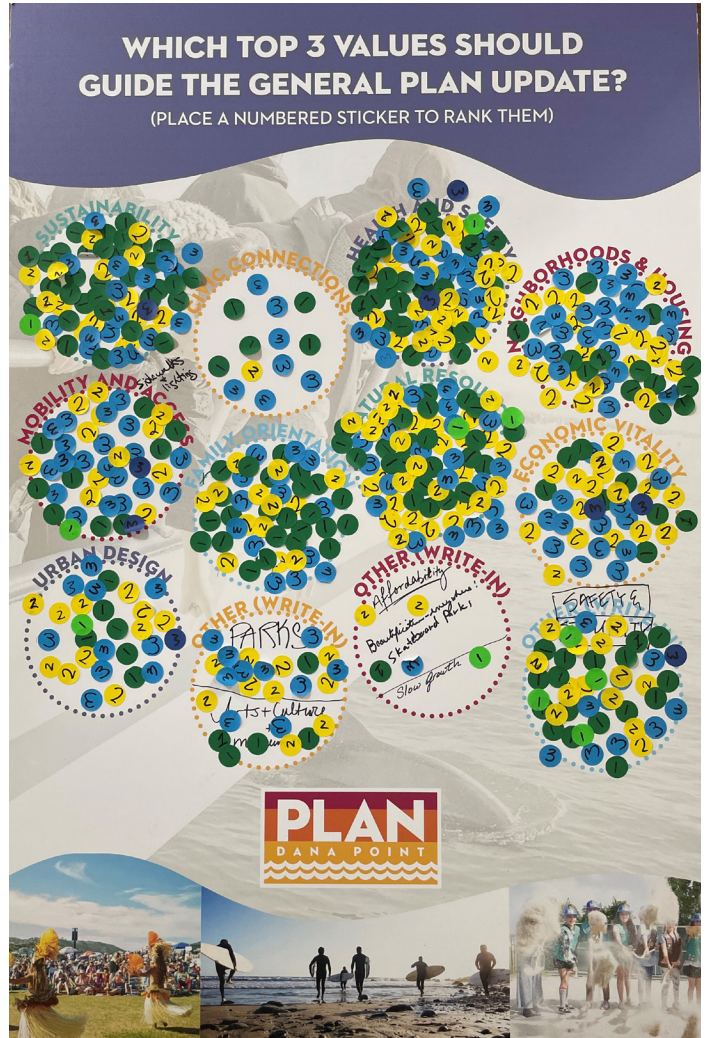
Participants with their Dana Point freebies after participating.

The project team invited the event attendees to visit the booth to learn about the General Plan update, provided background and next steps about the process, and facilitated their participation in the activity to respond to the question “Which top 3 values should guide the General Plan update?”. Participants were provided with 3 stickers, labeled “1”, “2”, and “3”, for them to select their top 3 values (number 1 representing their highest priority, and 3 representing their lowest priority). A total of 526 stickers were placed on the activity board. Each participant used the 3 stickers given to them. Approximately 175 event attendees completed the activity, and the graph included in the next page summarizes the results.

After completing the exercise, participants were invited to select from a variety of Dana Point branded freebies to thank them for their participation. The public was also encouraged to sign up for updates if they were interested. As part of the pop-up outreach event, the project team distributed business cards with QR codes with direct links to the online engagement resources available on the project website.

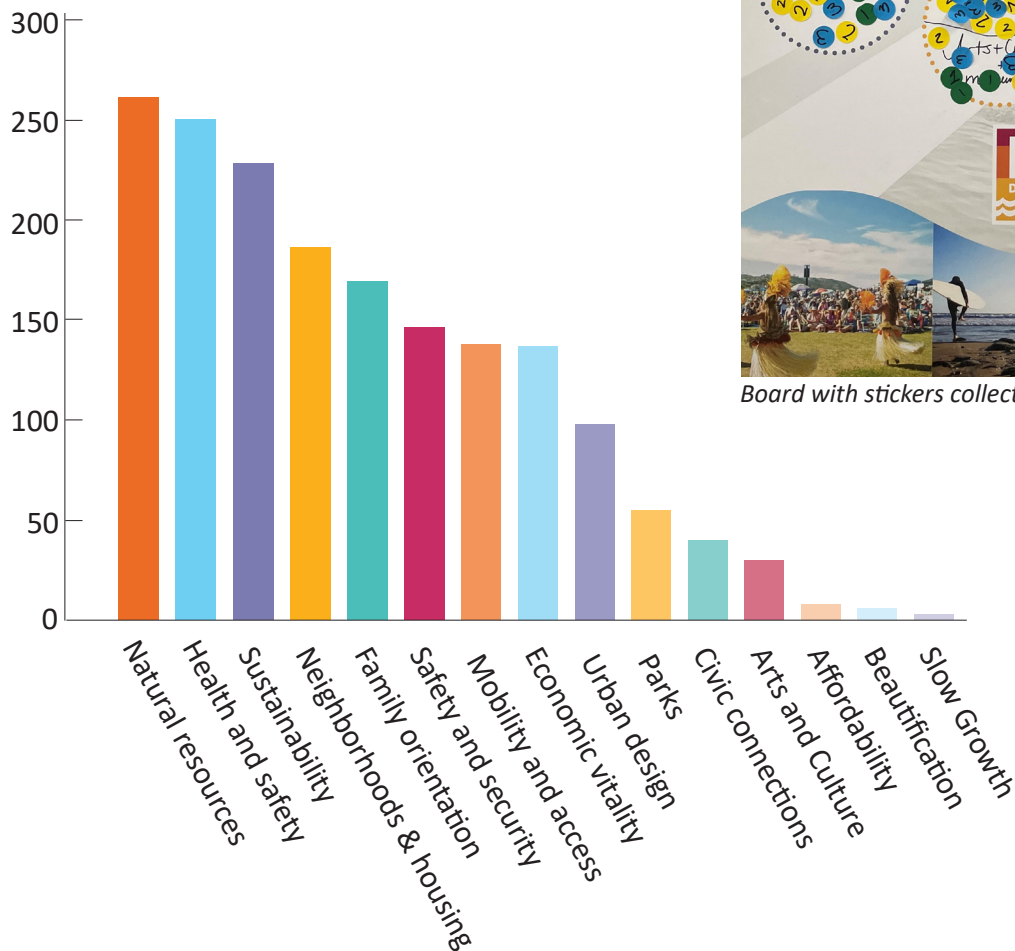


A family participating in the pop-up outreach activity.



Board with stickers collected by the end of the pop-up event.

Results of Interactive Exercise





6.3 Civic Association Coffee Chat

On Friday, March 17, 2023, the City of Dana Point facilitated a pop-up outreach session at the Civic Association Coffee Chat which took place at the Dana Point Harbor, by Coffee Importers. The project team set up a booth with materials and activities prepared to provide the public with information about the General Plan update and to increase awareness of ways to become involved as part of the visioning phase. Project team members were available at the table for the duration of the Civic Association Coffee Chat.

The following materials were available at the table to conduct the pop-up outreach:

- Two flipcharts to capture the responses to the questions “Why do you love Dana Point?” and “Which values should guide our city?”.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.

The project team invited the event attendees to visit the table to learn about the General Plan update, provided background and introduced them to the process. Event attendees were invited to visit the PlanDanaPoint.com website. As part of the pop-up outreach event, the project team distributed business cards which included QR codes with direct links to the online engagement resources available on the project website.

Participants wrote down their comments on sticky notes responding to the questions: “Why do you love Dana Point?” and “Which values should guide our city’s future?”. A total of 17 comments were captured as part of the Civic Association Coffee Chat pop-up outreach event. The responses received are included in the following tables.



Responses to one of the prompts at the Civic Association Coffee Chat.



Which values should guide our city's future?

Comments	👍
Need affordable housing for seniors	
Limit sober living homes - not safe	
Community	
History and stories	
Safety + Security	
Safety	
Beauty	
Authenticity	
Safety	
Adventure	
Safety, Inclusion, Fun	

Why do you love Dana Point?

Comments	👍
Not too high buildings	
Charming beach town	
Fresh air	
DP resident for 44 years	
Feel comfortable	
Walk around harbor	



Pop-up outreach table at Civic Association Coffee Chat.



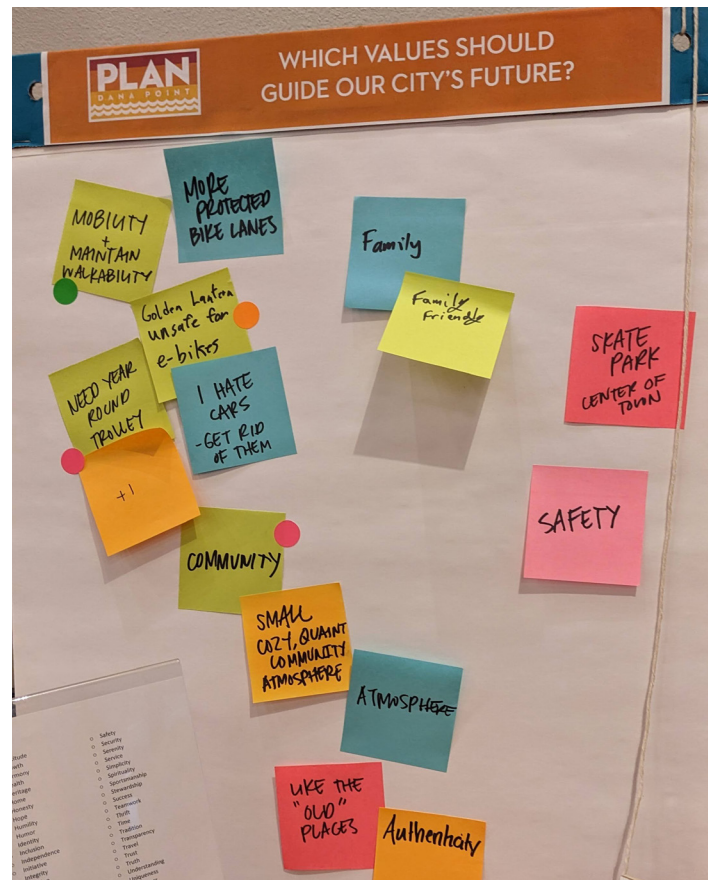
6.4 CUSD Engage Fair

On Monday, April 10, 2023, the City of Dana Point facilitated a pop-up outreach session at the Capistrano Unified School District Engage Fair which took place at the Sea Country Community Center in Laguna Niguel. The CUSD Engage Fair hosted representatives from local organizations and nonprofits who presented a wide range of ways for students to get involved in their communities. The project team set up a table with materials and activities prepared to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase. Project team members were available at the table for the duration of the CUSD Engage Fair.

The following materials were available at the table to conduct the pop-up outreach:

- A metal stand displaying the PlanDanaPoint.com website.
- A metal stand displaying QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Two flipcharts to capture the responses to the questions “Why do you love Dana Point?” and “Which values should guide our city?”.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.

The project team invited the event attendees to visit the table to learn about the General Plan update, provided background and introduced them to the process. Event attendees were invited to visit the PlanDanaPoint.com website. As part of the pop-up outreach event, the project team distributed flyers which included QR codes with direct links to the online engagement resources available on the project website. Participants wrote down their comments on sticky notes responding to the questions: “Why do you love Dana Point?” and “Which values should guide our city’s future?”. Participants wrote down their comments on sticky notes responding to the questions: “Why do you love Dana Point?” and “Which values should guide our city’s future?”. A total of 28 comments were captured as part of the CUSD Engage Fair pop-up outreach event. The responses received are included in the following tables.



Responses to one of the prompts at the CUSD Engage Fair.



Which values should guide our city's future?

Comments	👍
Mobility + Maintain walkability	1
Need year-round trolley	2
More protected bike lanes	
Golden Lantern unsafe for e-bikes	1
I hate cars - get rid of them	
Family	
Community	1
Small, cozy, quaint community atmosphere	
Atmosphere	
Like the "old" places	
Authenticity	
Family Friendly	
Safety	
Skate park center of town	

Why do you love Dana Point?

Comments	👍
Weather + Easy to walk	1
Christmas lights are a plus	
The home town feel	
The calm beach community	
Charming beach town	
Harbor	1
Beach	
Paddle boarding	
Walk around harbor	
Change in town center	
Sense of community soul	1
Travel on San Juan Creek trail (Safer with added lights)	
Homeless resources helped a lot lately	
A's burgers	
Harbor house	1



Booth set-up at the CUSD Engage Fair.



6.5 Dana Point Farmers Market

On Saturday, April 8, 2023, the City of Dana Point facilitated a pop-up outreach session at Dana Point Farmers Market in La Plaza Park near the intersection of Pacific Coast Highway and Golden Lantern. The project team set up a booth with materials and activities prepared to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase. The Dana Point Farmers Market provides a selection of produce and other food items, as well as art, jewelry, clothing, handbags, candles, handmade soaps, and unique one-of-a-kind gifts. Project team members were available at the booth for the duration of the Farmers Market from 9:00 a.m. to 1:00 p.m.

The following materials were available at the booth to conduct the pop-up outreach:

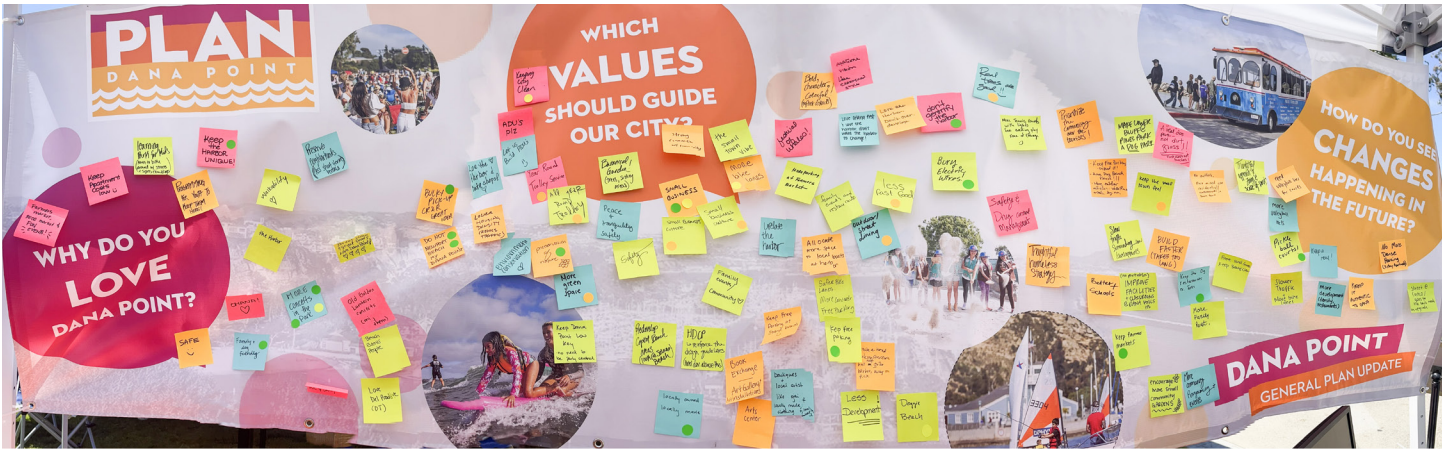
- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- A panel that was placed along the side of the canopy which included three questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”.
- A photo backdrop with the title “Tell us what you love about Dana Point”, mini chalkboards, and chalk markers.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.
- Screen playing the “What is the Dana Point General Plan?” video.



Participants participating in the banner activity.

The project team invited the event attendees to visit the booth to learn about the General Plan update, provided background and next steps about the process, and facilitated their participation in the activity to respond the questions included on the canopy side panel. Participants wrote down their comments on sticky notes and placed them on the panel responding to the questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”. A total of 96 comments on sticky notes were captured as part of the Farmers Market pop-up outreach event. The responses received are included in the following tables.

As an additional activity, attendees were invited to write down what they love about Dana Point and pose for a photograph in front of the backdrop. After completing the exercise, participants were invited to select from a variety of Dana Point branded freebies to thank them for their participation. The public was also encouraged to sign up for updates if they were interested. As part of the pop-up outreach event, the project team distributed business cards with QR codes with direct links to the online engagement resources available on the project website.



Banner activity at the farmers market pop-up event

Why do you love Dana Point?

Comments received at Farmers Market Pop-Up	👍
Festival of Whales	
Family events and restaurants	
Arts center	
Old golden lantern concerts (miss them)	
Harbor walks, beach days, concerts at the park. We love Dana Point	
Great views and great food. Love Dana Point	
Love the harbor - don't over develop	
Love the harbor and cute shops	
Love Ohana Fest and love the harbor. Don't want the harbor to change	
The harbor	
Ohana	
Real trees are good	1
Love Del Prado Ave (DT)	

Which values should guide our city?

Comments received at Farmers Market Pop-Up	👍
Small business culture	3
Small business	2
Locally owned, locally made	1
Family events/ Community	
Strong connection with community	
Keeping city clean	1
Preservation of nature	1
Keep the small town feel	1
Family and dog friendly	1
Small town vibe	
Environment conservation	
Peace and tranquility and safety	
Keep Dana Point low key (no need to be party central)	
Prioritize the community over the tourists	
Free land/nature keep beaches clean	
Keep it real	
Keep it authentic to Dana	
Safety	
Safe	
Bold, character, colorful (reflect different districts)	
Walkability	



Farmers Market attendees participating in the booth activities.

How do you see changes happening in the future?

Comments received at Farmers Market Pop-Up	👍
Less fast food	1
Keep the original restaurants ex. Turks	1
Boutiques and local artist like goi (locally made, locally owned clothing)	
All year round trolley	3
More concerts in the park	3
More green space	1
Keep farmers markets	1
Doggie beach	1
Pickle ball courts	1
More tennis courts with lights for evening play - free of charge	
Have dog beach please	
More outdoor activities walk/run trails and dog run	
Botanical garden (trees/shade, seating areas)	
A "real" dog park - not dirt, grass. (first class not low class)	
Make lower bluff at pines park a dog park	
Encourage more small community gardens	
More community programming and events	
Better schools	
(No portables) Improve facilities and classrooms at Dana Hills HS	
More concerts	
Book exchange	
Art gallery and installations	
More volleyball nets	
Need volleyball lines for courts	
Beach events people	
Programming for youth to keep them here	
Learning park for kids (learn to bike around with pseudo streets and signs and buildings - even popup event)	
Farmers market, REDO market, and fun events	
Do not Newport Beach my Dana Point	2
Don't gentrify the harbor	1
Keep the harbor unique	1
Update the harbor	
Allocate more space to local boats at harbor	
Let us build ADUs	1
Lower housing density (reduce traffic)	

Comments received at Farmers Market Pop-Up	👍
Build faster (takes too long)	
Thoughtful homeless strategy	
Less development	
No more dense housing (3 stay apartments)	
Preserve neighborhoods (less short-term rentals)	
Keep apartment costs low	
Safety and drug control management	
More bike lanes	3
Free parking	2
Outdoor street dining	1
Redevelop Capistrano Beach areas (look at Solana Beach as example)	
Slow traffic surrounding new developments	
Keep free parking and expand it	
Make a parking structure but not on the harbor, away on PCH.	
More parking at farmers market	
Architectural vision, like craftsman style	
Safer bike lanes	
Keep free parking at strand beach	
No outlets, more mixed use residential/commercial in downtown	
Thoughtful approach to zoning and scale of density	
Slower traffic and more bike lanes	
More development (density, restaurants)	
Street at Costco/ goes to the beach needs an upgrade	



A family participating in the "Tell us what you love about Dana Point activity".



6.6 Earth Day at Doheny Beach

On Saturday, April 22, 2023, the City of Dana Point facilitated a pop-up outreach session at the Earth Day Native Planting Project event which took place at Doheny State Beach. The project team set up a booth at a picnic site near the Earth Day Native Planting Project event which invited the public to plant California native plants to beautify and attract pollinators to Doheny Beach. The booth included materials and activities prepared to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase. Project team members were available at the booth for the duration of the Earth Day Native Planting Project event from 9:00 a.m. to 12:00 p.m.

The following materials were available at the booth to conduct the pop-up outreach:

- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- A panel that was placed along the side of the canopy which included three questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”.
- A photo backdrop with the title “Tell us what you love about Dana Point”, mini chalkboards, and chalk markers.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.



Earth Day event attendees posing for the chalk board activity.



Pop-up outreach event at Earth Day.

The project team invited the event attendees to visit the booth to learn about the General Plan update, provided background and next steps about the process, and facilitated their participation in the activity to respond the questions included on the canopy side panel. Participants wrote down their comments on sticky notes and placed them on the panel by the questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”. A total of 60 comments on sticky notes were captured as part of the Earth Day pop-up outreach event. The responses received are included in the following tables.

As an additional activity, attendees were invited to write down what they love about Dana Point and pose for a photograph in front of the backdrop. After completing the exercise, participants were invited to select from a variety of Dana Point branded freebies to thank them for their participation. The public was also encouraged to sign up for updates if they were interested. As part of the pop-up outreach event, the project team distributed business cards with QR codes with direct links to the online engagement resources available on the project website.

Why do you love Dana Point?

Comments received at Earth Day Pop-Up	👍
Nature Interpretive Center (for kids)	
Visiting the library	
Walking	
Hiking	
Water	
Weather	
Trolley Service	
Bike roadway	
People	
The beach	
Low Key	1
The beach	
Plants	
Nature	1
Beautiful	
It's Beautiful	
Hiking	
The Weather	
No Mosquitos	
Camping	
Camping	
Plants	
The Weather	
Trails and parks	



Project team welcoming attendees to the booth at Earth Day.



Completed activity at the Earth Day pop-up outreach event.

Which values should guide our city?

Comments received at Earth Day Pop-Up	👍
Consider kids. Baby Beach	
Clean well maintained	1
The beach	1
Inclusive and Accessible	
Quiet	
Friendliness	
Open mindness	
Headlands + Trails	
Balance, low income	
Minimal housing development	
Housing affordability	
Sustainability	1
Nature	
Culture	
Balance	1
More public transit	
Environment	
Respect	
Keep it the way it is	
Small town feel	
Family friendly	

How do you see changes happening in the future?

Comments received at Earth Day Pop-Up	👍
Environment	
More language accessibility	
Keep beaches clean	
Housing affordability	
For the better	
Electric vehicle charging stations	
Need more beach volleyball courts	
Beaches need more sand	
Need better parks	
More solar	
Accommodate small boats	
Sustainability	
SCWD desal plant	
Modernizing storefronts	
Accessible housing for everyday people	



6.7 State of the City

On Wednesday, April 26, 2023, the City of Dana Point facilitated a pop-up outreach session at the State of the City event which took place at the Ocean Institute. The project team set up a table at an outdoor courtyard during the State of the City event. The event showcased Dana Point’s Mayor and City Council, as well as selected panelists who highlighted City updates including growth opportunities and trends in the region. The table included materials and activities to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase. Project team members were available for the duration of the State of the City event from 4:30 p.m. to 8:30 p.m.

The following materials were available at the table to conduct the pop-up outreach:

- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- A panel which included three questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”.
- A photo backdrop with the title “Tell us what you love about Dana Point”, mini chalkboards, and chalk markers.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.
- Screen playing the “What is the Dana Point General Plan?” video.



Project team providing information about the General Plan update to attendees at the State of the City event.

The project team invited event attendees to visit the table to learn about the General Plan update, provided background and next steps about the process, and facilitated their participation in the activity to respond the questions included on the panel. Participants wrote down their comments on sticky notes and placed them by the questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”. A total of 31 comments on sticky notes were captured at the State of the City pop-up outreach event. The responses received are included in the following tables.

As an additional activity, attendees were invited to write down what they love about Dana Point and pose for a photograph in front of the backdrop. After completing the exercise, participants were invited to sign up for updates if they were interested. As part of the pop-up outreach event, the project team distributed business cards with QR codes with direct links to the online engagement resources available on the project website.



Banner activity at the State of the City pop-up event.

Why do you love Dana Point?

Comments received at State of the City Pop-Up	👍
Hotels	
Free parking	
The beaches	
Events and activities	
The people	
Preserving our diverse ocean life	
The whales	
Paddle boarding in the harbor	

Which values should guide our city?

Comments received at State of the City Pop-Up	👍
Customer experience	
Small town atmosphere	
A special vibe we want to nurture	
Small town beach feel	
Sustainability and eco-friendly buildings	
More of a coastal style like the union bank building	
Unique coastal enclave	
Beach casual feel	
The California mission-style beach charm	
Mediterranean feel	

How do you see changes happening in the future?

Comments received at State of the City Pop-Up	👍
"Future-proofing" shopping centers	
Don't want Irvine at the Beach	
It's perfect as is	
Keeping the character and the spirit	
Less short term rentals	
Short term rentals approved	
Slow the traffic down	
Underground the utilities	
Updating land uses and making Dana Point current	
Balance the "bones" of the city with the future	
No big blocks. No Del Prado	
Mindful density (lower density to maintain character)	
Low-profile buildings	



6.8 REDO Market

On Sunday, April 30, 2023, the City of Dana Point facilitated a pop-up outreach session at the REDO Market event. REDO Market is a vintage and makers market which attracts a large number of attendees along Del Prado Avenue (which is closed to vehicular traffic during the event). The project team set up a booth with materials and activities prepared to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase. Project team members were available at the booth for the duration of the REDO Market from 9:00 a.m. to 4:00 p.m.

The following materials were available at the table to conduct the pop-up outreach:

- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- A panel that was placed along the side of the canopy which included three questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”.
- Mini chalkboards, and chalk markers, for attendees to write down their response to the prompt “Tell us what you love about Dana Point”.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.
- Screen playing the “What is the Dana Point General Plan?” video.
- Retro arcade games and a Zoltar fortune teller machine to attract event attendees into the booth.



Event attendees participating in the pop-up outreach activities available at the booth.

The project team invited the event attendees to visit the table to learn about the General Plan update, provided background and next steps about the process, and facilitated their participation in the activity to respond the questions included on the canopy side panel. Participants wrote down their comments on sticky notes and placed them on the panel by the questions: “Why do you love Dana Point?”, “Which values should guide our city?”, and “How do you see changes happening in the future?”. A total of 252 comments on sticky notes were captured at the REDO Market pop-up outreach event. The responses received are included in the following tables.

As an additional activity, attendees were invited to write down what they love about Dana Point and pose for a photograph. After completing the exercise, participants were invited to sign up for updates if they were interested. As part of the pop-up outreach event, the project team distributed business cards with QR codes with direct links to the online engagement resources available on the project website.



View of the REDO Market and crowd attending the event.



The booth set up prior to the event starting.



Participants posing for the chalkboard activity.



Event attendees stopping by the booth.



Banner activity at the REDO Market pop-up event.



Why do you love Dana Point?

Comments received at REDO Market Pop-Up	👍
Always good vibes and a good time	
Best City in the whole world	1
Dana Point rocks	1
Greatest city on earth	
The new docks were very much needed, well done!	
Community	2
Dana Point is home <3	1
Best weather on the planet	1
The beaches & views	
How easy to get around town	
Baby Beach	
Summer Concerts	
Shopping	
Dana Point City is the best	
Creekside playground is favorite!	
Great city	
The Harbor	1
Parks + Programs	
Love the Harbor	3
Love Maison!	4
It has always been part of my life	1
Friendly People	
The events	
I love the concert series and how the bands change from week to week	
We love Mike Frost	1
I love Dana Point for the sites and views	
Surfing	
Love Salt Creek Beach!!!!	
Nice Skies	
Love Strands Beach	1
I love Dana Point because of the shops	
Harbor boats	
Love direction city is heading	
You are doing a good job keep it up	
Sushi	
Sunshine & fun	
Redo is the best	4
Camp at baby beach	
whale watching + dolphins + jellyfish	
Kayaking	
I love the Dana Point Police Dep	2
Doheny is my favorite!	

Comments received at REDO Market Pop-Up	👍
The beautiful walking trails	
Del Prado is GREAT!	1
Love the community, parks/playgrounds for kids/families	
Dana point has nice weather and nice people	
Gem and marine institute	
One thing I love is the ocean	
Dana High school	
Childhood memories	2
Good communication, transparent government	
Love the free parking	4
I love surfing	
I love surfing at Doheny	1
Clean! Love the lantern village	
Disco at summer concerts	
Love all the green spaces and clean parks	1
Love you	
Beautiful city	
I like the seashells	
Love surfing!	
Blue dolphin	
I love the view while riding my electric bike	
Big Chantiki	
Large influx of dollars	
Trolley is appreciated	1
We love: the Redo Market, free pinball @ the Redo, Doheny Beach, surfing, camping	
Great place to make memories!	
Harbor renovations!! Yes!!	
Love Doheny State Beach!	
Mixed use is good!	
I love Dana Point because of the shops	
More Del Prado events! We love them!	
Love the restaurants	
Mixed use + Town Center incredible!	
I love Dana Point's bike community	
Feels safe	
I love Yoga	
Nice beach!	
Surfing Salt Creek	1
Love surfing	
Has lots of great foods/food carts @ Dana Point!	
Going in the water	
So fun!	



Which values should guide our city?

Comments received at REDO Market Pop-Up	👍
Kid Friendly activities!	2
We have a large special education community here. Kids with Disabilities need more adaptive playgrounds	
Keep the small, beachy downtown	
Keep the summer concerts	1
Like its less crowded	
Walking trails	
Bridge is a waste of \$\$\$\$	
Ocean Views and Accessible coastline	
Beachy Feel	
Walkability	11
Dog Friendly	
Safety as a community	2
Kids for future leadership for City	
Use less money and be equal	
Quaint beach town vibe and local focus casual	
Family friendly	
Keep Dana Point clean	2
I just want less cars, I hate cars. More buses and trolleys please	
Embrace more cultures and diversity	
Save wind & sea	2
70% of DP is disabled. More adaptive offerings and playgrounds	
Parking management needed	
Surf heritage	
Remember DP history + appreciate not forget	1
Keep it local!	
Promote history and culture of Dana Point	1
Outdoor spaces for families	
More police involvement, community connection	
Keep Dana Local	1
Del Prado green space park, natural landscape, attract birds, bees and butterflies	
Beautiful city	
Address pollution and need more trees	
Don't want to be Laguna Beach or San Clemente	
Modernization	
Don't get too big!	1
Don't be Newport 2.0	7
Hope for kids to afford in the future	1
Manage growth	
Make more walkable	
Support local Dana business	
More trees	
Additional family-oriented activities!	2

Comments received at REDO Market Pop-Up	👍
Keep it true to Henry Dana's vision	1
Modern + vibrant harbor	
Better transit + expand trolley	
Need affordable housing!	
Make it safer	
More movies in the park throughout the year	
More affordable apartments	3
Development and traffic = BAD	
More Fun!	
Affordability	
Keep it local, no crappy chains	1
Make it affordable	
Crime + drugs - need to enforce	1
Fun camps	
Eclectic fun	
Youth focus	
Small town feel	2
Stay the same, no change	
Look and feel, keep the charm	
It is very fun!	
Cool playgrounds	2
Community programs	4
DHHS safety program, police + fire etc.	
Keep it local, cozy & functional so we can afford it	
Small town feel	
More help for the homeless	
Friends + food	
Commercial + community in vibrant setting	
Less commerce, keep it small and funky, no more big condos. Turning into Santa Monica.	
Local involvement with residents	
Surf heritage (meets vibrant modern culture)	
No gentrification of older or historic buildings, preservation is a priority	1
More events like this, outdoor + street events	
Doheny Village needs to have access to the beach	
Keep Dana old school	
Clean city	
A revitalized and forward-thinking walkable downtown	
We were hoodwinked with development in Town Center	
More symphony at the park	
Keep it small	
Needs to be more affordable	
Beautiful city Dana Point	
Diversity welcome here	2

How do you see changes happening in the future?

Comments received at REDO Market Pop-Up	👍
Make harbor affordable	
More swings! Because there are a lot of people that want to go on the swings	
Better and lot more bike lanes	
I fear change	
More swings	
Free parking @ harbor	1
More marching band funding for DHHS	
Need a good taco stand \$3 tacos! Less fast food chains	
Different classic rock @ concerts	
More Swings and trick bars for the playground	
Dislike the high rise buildings	
Underground parking, Lantern District preservation	
More parks & playgrounds (especially by the beach)	
Make Del Prado a pedestrian/dining avenue. No cars	
More middle school programs	
DV needs stores and shops	
No smoking	
More things for teens at night	
More stops on free trolley and enhance businesses on Golden Lantern	
Better tree maintenance (not so severe)	1
Damage from ebikes @ Heritage Park	
Low cost places to stay	
Capo beach parking lot? What's update?	
Need continuous bike lanes (especially PCH)	
More money to Dana Hill HS for volleyball	
Add police cruise of Lantern District occasionally	
More ADA enforcement	
Need coming soon sign + rendering of new funicular	
Shopping - more of this stuff (REDO)	
More housing - integrated housing	
Need to allow for dogs in parks/beaches spaces	
Miss harbor businesses (not Newport)	
Make affordable housing please :)	
Take down racist sign vinyl hanging above the graft house. POC only person serving	
Shops / restaurants @ Strands Beach	1
Rid of the cox monopole (internet)	
Fix playgrounds	
It will have more parks	
Not Newport Beach Restaurants	2
City should coordinate with other trolley systems to match intervals	
Trolley should run during all major event times	

Comments received at REDO Market Pop-Up	👍
Develop old town and more parking near harbor	1
An Arcade! Something for the youths to do!	
More love for Capo Beach!	
Don't need jerky stores - better shops @ harbor	
Beachfront dining	
More parking	
Need community pool	
Not like Huntington but change is good	
No more new construction	
More lighting in streets	
More pedestrian areas (Del Prado)	
Need stop sign on Santa Clara	
Rental housing prices going up	
Need storm drains in Lantern District	
Less high-rises	1
Pickleball courts (Dana Woods Park)	
Keep Dana Point nursery	
Provide resources for low income long time residents	
More water sports	
Fix the funicular	
BMX track/park	
Bring back the surf	
Rent stabilization	
Make harbor affordable	
Pump track	
More parking!	
Harbor Revitalization	
More skate parks for kids!	
Another beach café or park at Doheny, Capo beach	
Safety	
No more high rise apartments! (Especially Victoria)	1
No more hotels!	
More hotels	
Med restaurants, diverse restaurants	
Like trolley (more months or earlier)	2
Coffee importers is the best (Don't price it out with new development)	
I hope coffee importers stays @ harbor	1
No to Victoria Apartments	
Kid movies more often	
More bike parking	1
Parking on Golden Lantern between Del Prado & Harbor Drive 24/7	
Need enforcement	



6.9 Chamber of Commerce Mixer

On Thursday, May 18, 2023, the City of Dana Point facilitated a pop-up outreach session at the Chamber of Commerce Mixer which took place at Prado Square, located at the intersection of Amber Lantern & Pacific Coast Highway. The project team set up a table with materials and activities prepared to provide the public with information about the General Plan update and to solicit their feedback as part of the visioning phase.

The following materials were available at the table to conduct the pop-up outreach:

- A board providing background information about the General Plan update.
- A board including QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Two flipcharts to capture the responses to the questions “Why do you love Dana Point?” and “Which values should guide our city?”.
- Business cards with QR codes with direct links to the online questionnaire, to the interactive map, and to the “What is the Dana Point General Plan?” video.
- Multiple sheets to sign up for updates.



Participants wrote down their comments on sticky notes responding to the questions: “Why do you love Dana Point?” and “Which values should guide our city’s future?”. A total of 16 comments were captured as part of the Chamber Mixer pop-up outreach event. The responses received are included in the following tables.

Which values should guide our city’s future?

Comments received at Chamber Mixer Pop-Up	👍
Input from Citizens	
Family Friendly	
Keep beach community diverse	
Like new development in prado west	
Small town feel	2
Community	2
Safety	
Growth is good!	2
Small, cozy, quaint community atmosphere	
Keep affordable for younger people	

Why do you love Dana Point?

Comments received at Chamber Mixer Pop-Up	👍
The hometown feel	
Small town feel	
Great city, value in restaurants and venues	
Doheny village	
Harbor = accessible	
Walk around harbor	

6.10 Tell Us What You Love About Dana Point

As part of the pop-up outreach activities, attendees were invited to write down on mini chalkboards what they love about Dana Point and pose for a photograph. The photographs included in this section are a compilation of those captured at the pop-up outreach events.



TELL US WHAT YOU LOVE ABOUT



Community members participating in the chalk board activity by sharing what they love about Dana Point.



TELL US WHAT YOU LOVE ABOUT

DANA POINT



Community members participating in the chalk board activity by sharing what they love about Dana Point.

6.11 Pop-Up Outreach Results Shown as Word Clouds

The word clouds included in the following pages were created based on the responses received as part of the pop-up outreach events. The size of the words shown in the word clouds reflect the number of instances a word or phrase was provided by community members across pop-up outreach events (larger words reflect more instances, and smaller words reflect less instances).

Why do you love Dana Point?





Which values should guide our city?



7

DANA POINT
GENERAL PLAN UPDATE

PLAN
DANA POINT

WE NEED YOUR HELP TO SHAPE
DANA POINT'S VISION FOR
THE NEXT 30 YEARS

INFORMATIONAL VIDEO

INTERACTIVE MAP

ONLINE QUESTIONNAIRE

PLANDANAPOIN

ONLINE ACTIVITIES

PLAN
DANA POINT

WHY DO YOU...
POINT?

7.0 ONLINE ACTIVITIES

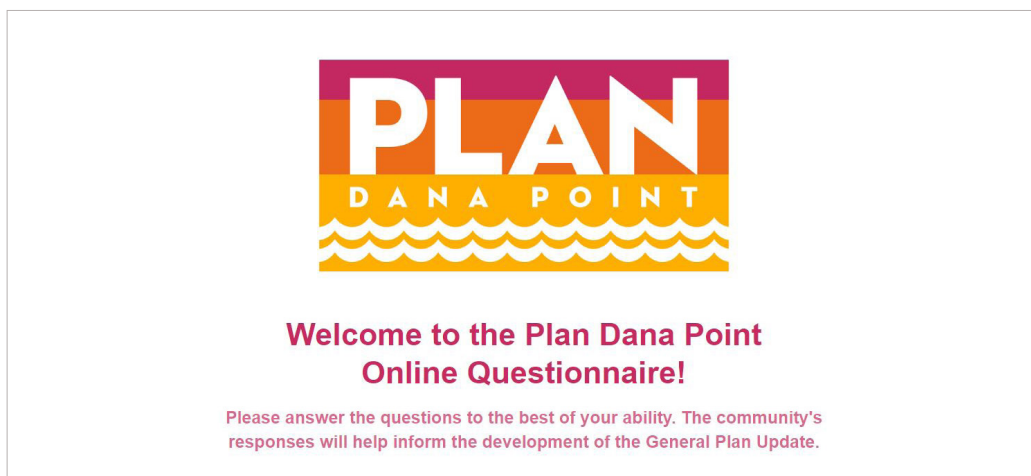
7.1 Online Questionnaire

The City of Dana Point launched an online questionnaire to garner responses from the public to help develop the vision for the General Plan update. The online questionnaire was made available to the public from February 15, 2023, through May 19, 2023 and included 15 required questions and two optional questions. A total of 238 participants responded to the online questionnaire.

The PlanDanaPoint.com website included a link to the online questionnaire for ease of access for anyone interested in the General Plan update. A QR code with a direct link to the questionnaire was included in the business cards and boards created for this effort, which were made available at the pop-up outreach events. The City of Dana Point encouraged the public to respond to the questionnaire by promoting a giveaway on their social media accounts which rewarded those responding to the questionnaire during the indicated period with an entry to an opportunity drawing. The winner of the giveaway received a free City of Dana Point recreation class.



The questions ranged from prioritizing General Plan topics to forming a community identity. Beyond multiple choice questions, the questionnaire provided opportunities for open-ended responses to questions asking for priorities about transportation options and street design, housing options, land use considerations, public facilities, challenges facing businesses, among others. Below are the questions included in the online questionnaire. The responses from the 238 participants are included in the following pages. The results informed topics and themes summarized in the Visioning Framework document.



View of the welcome view of the online questionnaire.



Questions included in Online Questionnaire:

1. Do you live, work, or visit Dana Point?
 - I live in Dana Point
 - I work in Dana Point
 - I visit Dana Point
2. What is the essence of Dana Point?
3. What is your vision for Dana Point over the next 20 to 30 years?
4. Which top 3 values should guide the General Plan Update?
 - Sustainability
 - Urban design
 - Civic connections
 - Natural resources
 - Economic vitality
 - Health and safety
 - Mobility and access
 - Family-orientation
 - Neighborhoods and housing
 - Other
5. How do you get around town?
 - Car
 - Bus
 - Taxi/on-demand
 - Rideshare
 - Bike
 - Walk
6. What challenges and opportunities are there for Dana Point businesses to thrive?
7. What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located?
8. Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where.
9. Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced?
10. What future enhancements to the public realm (e.g., sidewalks, public art, building design, and plazas) can support Dana Point as a unique and special place?
 - Additional plazas
 - Public art
 - Enhanced street furnishings (e.g., seating areas, streetlights, etc.)
 - Wayfinding signage
 - Other
 - Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service)
11. Are there places where you have ideas/concerns regarding noise generated from land uses or activities?
12. Which streets need improvements to enhance walking, bicycling, and/or improving safety?
13. Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where?
14. What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern?
15. Is there any other input that you would like to provide to inform the General Plan Update visioning phase?
16. Thank you for responding to our questionnaire! If you would like to receive updates, please type your email below (optional).



WHICH TOP 3 VALUES SHOULD GUIDE THE GENERAL PLAN UPDATE?
(PLACE A NUMBERED STICKER TO RANK THEM)

The board features several circular categories for ranking values:

- HEALTH AND SAFETY
- ENVIRONMENTAL PROTECTION
- QUALITY OF LIFE
- COMMUNITY ENGAGEMENT
- OTHER (WRITE IN)
- PLANNING AND INFRASTRUCTURE
- TRANSPORTATION
- WATER AND WASTE
- HOUSING AND AFFORDABILITY
- ARTS AND CULTURE
- RECREATION AND OPEN SPACE

PLAN

COMMUNITY VISIONING WORKSHOP

PLANNING POINTS

WHY IS AN UPDATE NECESSARY?

- TO REFLECT CHANGING COMMUNITY NEEDS AND VALUES
- TO ADDRESS UNRESOLVED ISSUES
- TO PROVIDE CLARITY AND DIRECTION

WHY A VISIONING PHASE?

- TO ENGAGE THE COMMUNITY IN SHAPING THE FUTURE OF DANK POINT
- TO IDENTIFY AND PRIORITIZE KEY ISSUES FOR GUIDING THE PLAN

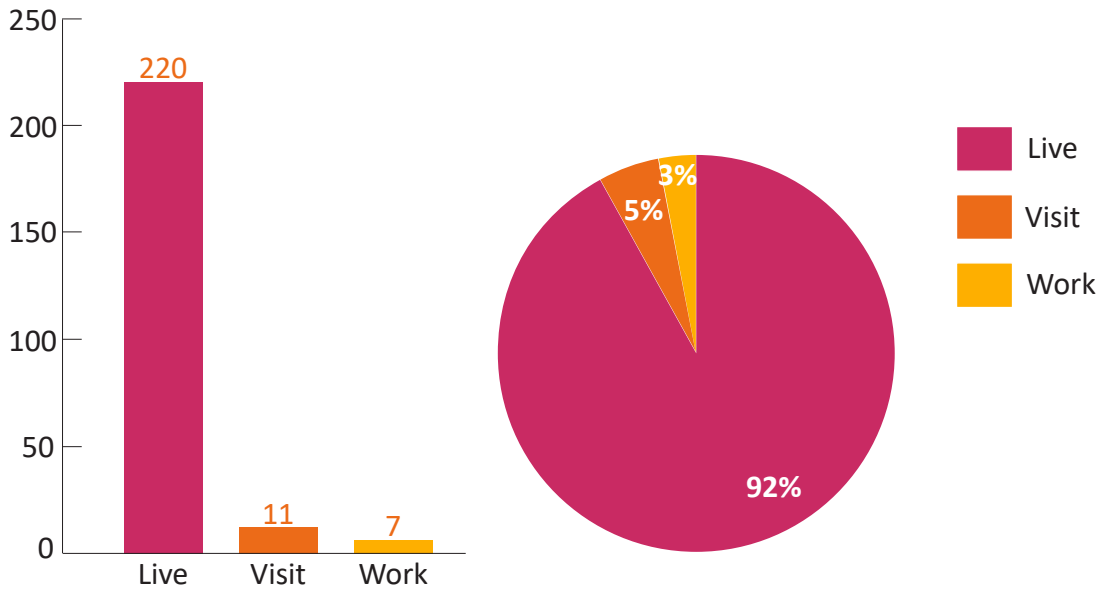
PLANNING POINTS

PLANNING POINTS

PLANNING POINTS



Do you live, work, or visit Dana Point?



Q2

What is the essence of Dana Point?



Online Questionnaire Responses:
Small town beach life
Harbor and whale watching
A coastal city in transition.
A beach community
Surfing, fishing, and sailing
Small town - everyone knows you
Easy going, surf oriented, harbor focus no giant bldgs. until now
Over developed coastal city
Beachy
Laid back
Fading surf town with risk of new development affecting affordability for long-time residents
Laid back surf vibe
Small town beach community
Quaint seaside town
I think Dana Point is in a critical phase of deciding what its identity is and will be. Our city has such great potential that is yet to be realized.
Sleepy beach town with a tourist sector
Homey
Community
Quaint, beach and boating town
Prominent coastal bluffs and scenic views
Coastal, surf, sail, historic, artistic, musical, earthy vibe
Nautical
Family affordable access to sustainably managed natural resources
Low key beach town
Small quaint town steeped in history
Beach town by the sea, grounded in its casual surf culture and with a vintage charm.
Coastal
Charming beach town
Homey
Gorgeous coastal town w/ a strong history and legacy from Richard Henry Dana; Romantic picturesque
Ocean
Charming coastal town with a SoCal vibe.
Family friendly beach town
Low key community centered beach town
Great place to live!
Harbor town
Friendly, Authentic, Ocean connected
Beautiful beach and harbor coastal community
Small, charming, coastal in style, activities, and food
Currently that everything is old and needs updating
Classic coastal California
Coastal Luxury Beach Town that's starting to come into its own



What is the essence of Dana Point? (Continued)



Online Questionnaire Responses:
A potentially beautiful city along the coast, but ultimately, a lost, confused, ugly, overbuilt with ugly, generic new downtown construction. A sad, bland, block-y eyesore between elegant, creative Laguna Beach & beautiful, historic San Clemente, both solid identities
beachy & boating laid back vibes
Harbor-centered
Confused
Small beach town with diversity of residential, commercial, and light industry. Pedestrian friendly. Adequate parking without parking meters or parking permits. Low density housing without high rise residential or office buildings.
Laid back beach town
Close to three beaches and the harbor. A seaside town.
Dana Point is a comfortable, uncrowded town on the coast of the Pacific with GREAT beaches and a small-town atmosphere where all residents feel great about calling it home and where tourists can see what a "small town atmosphere" on the Pacific can feel like!! Dana Point is SO MUCH BETTER than Newport, Huntington, or any other beach community because of this "small town feel!!!"
Small town beach community
Small harbor town with a suburban community of peaceful people
High quality coastal community that needs to continue to improve
Must develop a distinct identity
Sleepy little beach town
A small, charming town on a stunning SoCal coastline
Pebble Beach like picturesque coastal
Small stunning coastal town that's the last romantic spot in an overdeveloped state
Community
A relaxed enjoyable City to live, work and for recreation.
Coastal Oriented
Quaint Beach town with vibrant community involvement and pride
Coastal luxury city that has not realized its full potential
*Surfing heritage *Harboring the Good Life *Whale Watching Capital
The best beach town in SoCal
Harboring the good life :) a great place to raise a family that loves the outdoors and the community
Coastal small town
Sea lovers, surf culture, whales! the harbor and its fisherman, live music, beautiful beaches
Growing Coastal Community
Beautiful small Southern CA beach town without the glitz
Nice beach town with poor shopping and bad grocery stores
Coastal rich and exclusivity
Beach life
Beautiful peacefulness
Beachy
Always on a seaside vacation
Small, tranquil home and vacation place. not Laguna, hopefully not trying to be Laguna
California Coast
It was a relaxed ocean city vibe before all the condo development on PCH. Now it is looking like Newport Beach and traffic is starting to get that bad.



Q2

What is the essence of Dana Point? (Continued)



Online Questionnaire Responses:
Relatively quiet, residential, upscale,
Small town beach community
Family Oriented Beach Town
Surf City
Idyllic California surf town
Ocean upscale community
Whales, harbor, Ocean
Fun, Active, Safe, Community.
Coastal living
Village by the sea community
Peaceful, quiet
Not sure what this question means
Quiet, livable beachside town
It's lacking downtown. I love seeing new restaurants and development; however, it lacks a master creating an identity through architecture. SJC and SC have done a great job compared to DP.
Beautiful small community that is not a huge destination town with a wonderful old history
Beachy
A little beach town ...
An historic beach community
Bday
Relaxed coastal excellence
Beautiful seaside community with a relaxed feel
This description addresses the former essence: A wealthy and quiet beach town. That is changing with the addition of box-like housing, increased traffic, newer populations.
Fun, peaceful, beautiful, family friendly
Small beach community that cares about its residents.
A lovely beach town with a beautiful harbor.
Low key, quiet beach town with a high-quality lifestyle
Quaint Beach town. That's my desire
Small town Beach community
Vibrant beach city
Historic Seaside Community
Hidden Beach Gem
Last BEST beach city
Coastal town in transition
Small beach town. I do not agree with some developments, but a great place to live
Sleepy beach town
Laid back and easy-going lifestyle in a beautiful setting
coastal family community
Transitioning into a very upgraded high end beach community. Has an abundance of natural beauty and out-door recreation.
Classic California beach community
Friendly
Good
Right now, it's kind of a mess, but could be a premiere beach community.



What is the essence of Dana Point? (Continued)



Online Questionnaire Responses:
Quaint beach town
Quaint, evolving seaside community
Lovely
Coastal Beach Town
Dana Point is a beautiful, coastal beach city with a small harbor which offers recreation, community events, and beauty to Dana Point resident and travelers
Casual beach community
A coastal town with a beautiful harbor, Dana Point is vibrant yet relaxed, sophisticated yet casual.
Classic California, Active, Coastal Resort City
Hidden Gem Beach Town
Dana Point is a small beach town with a community that preserves, enriches, and grows together. What makes Dana Point so unique, is that it is one of a kind city in design, with attention to details and craftsman-ship, eco-friendly. Dana Point focuses on conservation, equality, eco-friendly, climate change, small business to thrive, mass-transportation that is utilized every day, Bike friendly, trees, nature and ocean views are featured, and a town that supports each other to a higher cause of community and connection
Sleepy beach town
LAID BACK COASTAL
Hidden jewel along the coast
Coastal beauty open to all with environmental education and protection
Need to put wires underground to improve the attractiveness of the city
Sleepy
Coastal Casual Living
Beautiful harbor fishing town by the Ocean
More upscale now
Seaside small town
Needs to avoid looking like Newport Beach
Up and coming south OC beach community
Beachy but worn
Low key paradise
A charming coastal community
Beautiful coastal community with a strong history and welcoming residents.
It should try to retain a low-key beach town with a deep surfing heritage. Unfortunately, it is quickly losing that feeling with all the disjointed development and overly abundant signage with no design consistency
Healthy, fresh air and water
Upscale coastal beach city
We lost our quaint sea fairing look to hodgepodge high rise buildings
Small Beach Town
Beach town
Cool, beachy vibe, trending upscale
Charming coastal town with focus on the nature surrounding us - whale watching, boating, hikes, and beach day
Small beachside town
Relaxed beach town
Small coastal town



Q2

What is the essence of Dana Point? (Continued)



Online Questionnaire Responses:
Relaxed beach town
Small town and tourist designation.
Mellow Beach Town
Used to be a nice place to live
Quaint and quiet coastal town
Diverse
Beautiful, laid back, safe
Sleepy coastal city with character from rich historic from harbor, Doheny, hobby, never ending summer, etc.
Charming beach, harbor community.
Amazing coastal town
Community living in a beach setting
Beach and boating community
Struggling to keep that small town image
Beautiful
Beautiful and relaxed
Confused. It wants to be a tourist mecca, but the topography is not optimal. Recreational facilities for residents are far below average compared to our peers.
Beautiful without the poles and wires it is our happy resort
Unique beach town
Schizophrenic
Great location
Beautiful coastal city
Modern beach city
Quiet, lovely
Needs to stay coastal/nautical
Resident: "A small city that used to be a beach town". Visitor: "a beach town."
Dana Point's essence has certainly changed over the many decades I have lived here. The beach/harbor feel is being impacted by the "big box" housing that is being allowed.
Small beach town
Southern California beach town
Changing
A beautiful, relaxed town providing delight to those lucky enough to live or visit.
Beach
Grounded Eclectic
Friendly
Seaside enjoyment and community
Beautiful, friendly beach community
Coastal, friendly, laid back
Beach town
Beachy
Dana Point is a small surfing town, it's the Whale Capital of the World, the people who live here really take pride in their city and want to be safe in their homes, the above ground power lines are a hazard and an eye sore.
The best place to live



What is the essence of Dana Point? (Continued)



Online Questionnaire Responses:
Water sport community
Dana Point is a diverse community of devoted residents wishing to enjoy living and working in a peaceful, beautiful environment.
Quiet small town beach community
An attractive, relatively uncrowded beach community.
Surf town with relaxed vibes and upscale dining
Casual Laguna Beach
A beach resort town celebrating art, music, and community
Beautiful sleepy beach town
Casual Coastal Small Town
Old
Laid back casual fun
Coastal California Cool
Sleepy coastal town
Beach community with great vibe
Laid back, local, beautiful
The last true SoCal beach town
Chill and friendly, not snooty like Newport
Smug home for rich people
Relaxed elegance
Harbor City
Nice place to live close to the ocean
Was a nostalgic surf town. Hoping it stays that way.
Welcoming
Down to earth, not snobbish
Coastal Laid Back Surf Town
Bloated
Still disjointed but getting better
A beautiful, under the radar beach town.
I moved here 12 years ago, and without living through the history of Killer Dana, I would describe it as the last undeveloped beach town in So Cal. A great place to live for that reason but not the most interesting place to spend a day. The best of it are its natural places - Strands beach, a walk along the harbor -but if you want good dining and shopping go to Laguna or San Clemente. I feel its identity is lost somewhere in a past that has evolved without shaping a new one. ,
Commercial oriented beach community
Laid back beachy
Vibey surf town
Harbor town
Southern California Beach City at its best
Surf town
A vibrant city with a great City Hall team that truly seems to care for Dana Point
Up and coming cool coastal town
Perfect California beach town
Small, friendly beach town
Quaint



Q3

What is your vision for Dana Point over the next 20 to 30 years?



Online Questionnaire Responses:
Maintain the small town, family-owned/operated business atmosphere that is safe and family friendly
Better walking access to stores and restaurants
For the City to grow in an organized way, providing a range of new housing, commercial, hospitality and recreational uses.
Concentrate on quality of life for the people that live here, not add more people, the city infrastructure is already over burdened. The sewer plant can't handle the load, traffic, parking, crime-more people the worse it gets!
Limit growth and embrace history
Continue small town charm but update buildings, infrastructure, etc. To accommodate new families and encourage visitors to vacation here
Responsible development, not overdeveloped, upper end tourists don't like crowding
To have more responsible development and increase tourism with the upper 2%
Hopefully more affordable and inclusive.
Please don't turn into Newport
Work to find ways to make/keep walkability and affordability. Would be nice if there were more car-free travel options
Hometown small surf beach community
Hopefully still a small town beach vibe
Keeping it quaint
A quaint beach downtown that is a gathering place. A world class harbor (in progress). A world class beach, park, and bike/walking trail destination requiring renovation of Doheny and Capistrano Beaches.
Revitalize the harbor, provide some affordable housing (not affordable units in high-end housing) and otherwise it should stay is. The Lantern District height variances are horrible. South Cove was poorly thought out. This kind of overdevelopment should stop.
To be the small city to visit but have places to eat and have events down by the water.
Keep things as close to the original but update
Continued small town feel with local restaurants and stores
Free public Wi-Fi access
Coastal Village same vibe
Keep the casual open feel - not going touristy, crowded or fashion islander.
A connected and adaptive community that provides a wide set of options to move, play, connect, and create.
Maintain low key attitude
Maintain small historical feel but update facilities for worldwide attraction
Growth and capital improvements that uses thoughtful architecture and supports people who live here - parks and open spaces that attract wildlife - maintain the local feel.
Considerate growth
Modernization, mixed use development focusing on diverse small businesses
Controlled growth with more for families
Small coastal town w/ added luxury and resort elements
The new San Clemente
I understand progress, but not at the expense of the residents. I think updating is good. Bring in hundreds of more residents is a greedy idea.



What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
I would love the community center to improve dramatically! We do camps and activities in San Clemente almost exclusively because their programs are so great over there. The pools and fields and summer camps and organization are phenomenal. Wish that existed in our town
More family friendly. It seems that most resources are geared towards older residents. We need more fields and kids programs.
Don't grow too much
Low profile harbor town
Controlled group through excellent design and elevated design aesthetic
Coastal trail continued, trolley system, sand replenished
Maintain it's size, charm, and activity offerings. Increase housing for middle-class income earners.
My hope is that we get things renovated in many areas and add new restaurants and shops
Increased density in key areas, with more options for dining and entertainment.
Dana Point becoming a premier resort destination and providing a high class experience
My vision is a charming, creative, tree-lined, flower filled, public arts, history-inspired, mosaics, unique, cohesive architecture. But in reality, it already looks like mini-Irvine, ugly new construction, minimal green space, missing gardens on the sidewalks, generic and ugly
Make the city a little more walkable and public transit friendly. Expand the farmers market
That the City work more closely with the County in regard to the Harbor
Support the resident's needs, mixed use combined with smart growth that's good for the whole. Let's have the conversation!
Avoid over-development that creates overcrowding and high traffic, and ruins the appearance and life style that Dana Point has historically had. Encourage restaurants and shops that are pedestrian friendly and have adequate parking.
Maintain existing identity while fostering business growth
More parking. Its getting very overcrowded. Traffic downtown is miserable. Most residents I know try to avoid PCH and Del Prado.
I would love to see few changes in the "feel" of our town so we residents can continue to love it so much!!
To keep its "small town" vibe and local merchants. To upgrade the infrastructure (harbor, roads, etc.)
Economic growth through non-franchise businesses, continuing community events, no fractional ownership and limited stars
A community that continues to be safe for residents and visitors, while continuing to encourage high quality development and investment.
Dana Point will transform from a bedroom community into an attractive tourist destination
Sensible development that keeps the city looking fresh without increasing traffic or noise, and without significantly increasing density except near highways and public transit stations
An even more charming small town - with great restaurants and coffee shops, beautiful beaches, a walkable and livable City for its residents, and no power lines. I feel there are more options, and I wish the City Council would be willing to invest more time in, how to place ALL of Dana Point's power lines underground.
A Pebble Beach like luxury experience
Preserve the natural beauty and small town feel of Dana Point while updating the underappreciated and neglected areas
Premier beach town with happy local residents



Q3

What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
A Community Based vision for the City. Common sense development across the City while providing better beach and harbor access from Doheny Village. I.E. tunnel under Victoria Blvd railroad tracks for pedestrian and cycling access.
An improved harbor and development of the downtown areas will improve overall land values
I would love Dana Point to continue it's eclectic residential character true of Doheny Village, the Lantern District, etc while also improving bike-ability, commerce, affordability, and open-mindedness for future residences. I envision more bike paths, more community gardens, a stronger downtown or anchor for the city, providing a sense of place.
Coastal luxury town that provides a premium standard of living for residents and a world-class experiences for visitors
*World Class Destination *Controlled quality growth
For it to grow yet retain its low key vibe and charm
Community events centered around nature and the time we have each year to be outdoors because of our phenomenal weather.
Grow responsibly, enhance food and shopping venues
To have a facelift but keep its charm and local down to earth vibe. PLEASE DON'T TURN Dana Point INTO NEWPORT!!!!!!
Address sustainability, modernize while maintaining charm and sense of community, measure our success by the health and vitality of our citizens, a reduced impact on the planet and our resources, ability for our young people to find work and homes without moving away.
Understanding we have a beautiful place we need to have planned minimal growth to retain our unique and quaint self
Upscale grocery store such as Erewhon, remove the ugly elephant statues, and bring a theater for live entertainment/comedy/film premiers
Increasing exclusivity with eventual apartment 1000ft inland
A vibrant and safe community to live, work and visit
Slow growth keeping with the quietude of our harbor town.
Stay as it is
Update, modernize, bury overhead lines
Retain village atmosphere, enhance beauty, become world class retreat
California Coast Small Town Vibe with recreational facilities for all ages
I would hope that the development will not include 5 story apartment buildings and large scale development. We do not need more parking problems, traffic, crime or congestion.
To maintain the same peacefulness that it has now along the coast.
Improve strategically but retain the small-town atmosphere.
Continue to keep Dana Point focus on families and the beach
A town with diverse business, food, entertainment. Stays true to beach town vibes but evolves where it makes sense. More pedestrian and bike friendly.
Re do the harbor and stop building more unnecessary apartments
World class amenities with single family homes to support a strong community
To be synonymous with the most beautiful place in the world to see whales year-round
Clean, Safe and continue to foster community
Dana Point should be resident focused, with businesses as second place
Maintain a slow growth and tourist friendly
Innovative beach down



What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
I would like to see it stay as it is now
Retain the essence of Dana Point as a quiet, livable, affordable beachside town with a harbor for small boat owners, and that doesn't cater to the undue influence of the mega-rich Strands homeowners.
Too long of question but in brief more of an identity established through standards in design. Bringing developers that want to create a unified vision rather than a bunch of buildings.
The most amazing underappreciated and not developed area in Dana Point is the potential anchorage or mooring areas from the harbor to Poche beach. The potential lost income to the county is staggering. Catalina is overcrowded with hundreds of mooring that are a nightmare to spend the night on.
Upscale family fun location and destination with pedestrian friendly dining and activities, and no overhead powerlines.
A beach town that has maintain its " old school " vibe, still accessible to residents and visitors.
Not to be overbuilt
Bday
Bury the power lines as not just an aesthetic improvement but, a safety one. Continue and finalize the harbor, improve the city by building COASTAL looking community/commercial buildings similar to the Union Bank. STOP with apartments boxes, PLEASE!
Continued uptiering of development and amenities
Would like to see the city maintain its small town atmosphere. What has begun will change that, and thus unfortunately dooms that vision.
To keep its charm and history but updated.
Stays a small quaint beach town. Does not turn into a Laguna Beach.
That there be no more ugly telephone poles lining the streets
Keep the small, quaint beach town feel that is friendly with a high sense of a community. I would hate to see our lovely town turned into Newport Beach or Marina del Rey.
To stay small, Hometown like Laguna Beach. I don't like all of the tall buildings and apartments downtown. I think we have enough tall buildings downtown now. I think we should stop trying to make it bigger and better. I think it's getting too big and too much traffic . There's absolutely no parking for events. I live on Santa Clara and anytime there's an event downtown it gets parked up.
Prefer walk to small gift shops, variety of restaurants other than pizza or Mexican food, maybe fresh bakery or Danish Restaurant, woman clothing shops other than beach wear
A safe, proactive Beach community
Build a future that respects and informs our past
Moderate gentrification
Charming CLEAN beach city
My vision is unlikely to be realized but I would like to see more culture, preservation of historic structures and sites, beautification of parks, medians and slopes and preservation of residential neighborhoods while revitalizing Doheny Village, the harbor and the Lantern District commercial and mixed use areas.
Keep it quaint
Update but stay true to character
Keep the small town beach community feel. Stop trying to cater to developers and tourists and put residents first. The very reason people want to live in and visit Dana Point is disappearing. Development is not a bad thing when done with intention and thoughtfulness. Dana Point is starting to look like downtown Long Beach.



Community
Vision

Q3

What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
Underground utilities that are paid for mainly by all the utility, phone, internet and state and federal grants. Downtown Capistrano beach be refurbished. Finish the other side of the coast highway going through downtown Dana Point. Concerts in the parks. Senior assistance programs. Mai
I see Dana Point becoming even more modernized and popular as it keeps up with the present times and standards. I would like to see an end to the dangerous power poles that still exist in our older residential areas. We need a plan to put all our utilities underground. Power poles are unsafe and unsightly and very outdated. It's time to update this as well along with everything else that is changing and becoming modernized in Dana Point.
Maintain the history and culture, while very carefully updating and redeveloping those areas of town that need it
Clean, beach centered, green
World class destination
A clean, classy, SAFE, uncrowded beach community.
Keeping its small, quaint feel while preserving the historical charm, but giving it a slight facelift keeping its small business owners supported and NOT allowing the large corporations to take over!
I'm in my 90s, so I don't look out much beyond 10 years.
Developing with a vision
Maintain a coastal beach town vibe.
Updated harbor, updated utilities with poles and lines underground, excellent schools and sport activities, family based programs
That the city upgrade its infrastructure i.e., streets, utilities, parking. Retain a casual welcoming beach city personality
I would love to see residential areas improved across the town to provide residents elevated living conditions.
Resort destination, focus on all that the city has to offer.
Keep small but update old buildings, bike lanes
SLOW down the building production to better assess the effects of this mass development. Here's list current development going in the next 10 years. New Harbor, New Salt Water Plant, New Lumber Biz, New Apartment Structures, 5 New Hotels. ENOUGH!!! The City needs to have time to assess how these massive developments will effect traffic, pollution, standard of life, business, the environment, etc. In 20-30 years, I'm expecting Dana Point will have diminished quality of life for all Americans due to the development happening here in 10 years.
Allow opportunities for younger individuals to stay in town rather than having to move out while also allowing aging in place.
Would like to see more of a walkable downtown in the Del Prado area on both sides of PCH. Play up the whales & elephants. I wonder if there is any way to connect our neighborhoods more to downtown either w/whale icons on street names or hosting more events nearer neighborhood areas.
Less multiple level housing, more safe bike lanes separate from cars and CAR CHARGING ALL ALONG PCH, Del Prado AND PARKING LOTS - more parking and trolleys year round
Conservation of our beautiful community and coastal gifts
City keeps harbor, parks, street, neighborhoods neat, clean and attractive no matter the area from Monarch Beach to Capistrano beach including Doheny Village.
To refine the deferred maintenance of buildings, landscapes, infrastructure, etc.
Mindful, minimal development



What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
To remain a lovely town
More shops and restaurants
Stay a small sea side town.
N/c
New harbor, more modernization keeping the charm
The Beachfront Star of OC
Low key resort town
To be the same charming coastal community
To maintain the small town feel while improving the appearance, local entertainment and beaches.
To concentrate on infrastructure improvements, slow development that down not increase density.
Beauty
Charming upscale beach town
Updated pole wires underground
Keep small town attitude
Higher end town (more like Laguna Beach), compared to how it is right now
Nice, safe, clean beach city with en eclectic array of restaurants and shopping
For Dana Point to become more family friendly and a city that provides resources and facilities to support raising family here (parks with equipment that's well designed for young children, aquatic center, etc.) And a focus on making the Lantern District more family friendly (not allowing cars to park on side walks)
Small beachside town :)
Very slow growth, probably more retail
Modernize the aesthetic of the town
Too late for my vision... Too gentrified with uninteresting buildings not representative of beach a cool beach vibe.
My vision is that we maintain a family atmosphere and safe community.
Mellow beach town
Looks like I will be looking to move
Would love to see Dana Point maintain a unique identity that is authentic to the character of DP. Id love to see Dana uphold architectural and business guardrails to support the identity of DP. I incision DP being a place where people come to escape the hustle and bustle and enjoy a day at our beach or harbor.
Power lines lowered, more bike lanes, more traffic calming, more law enforcement for traffic violators, more mixed use.
Retain its relaxed character and quiet, safe neighborhoods while making the business centers a destination for visitors and locals alike.
Multi generational families continuing to live here and maintain family roots in city. More community events in Harbor and at local parks. Modern schools. Telephone poles and high speed internet underground.
To beautify but stay charming and consistent with a beach vibe.
Hopefully not much different than it is today
Retain the unique small town feeling while upgrading public spaces.
Controlled growth and beautification



Community Vision

Q3

What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
Safe, updated, elegant, fun, classy
No Telephone poles
A place of refuge
Better, more accountable government. Avoid congestion and over dense development in neighborhoods that lack the space and infrastructure to handle it.
Hopefully we are still alive haha
Under grounding all utility lines to improve safety
It's a beach town with a small boat harbor and should maintain that character.
No telephone poles!!!
Safe, smart and healthy community
Find a balance between modernizing and retaining beach town charm
Slow growth, public parks & playgrounds well maintained, underground utility lines, beautiful harbor, safe, clean
Stop the high rise! We need to see the sky and ocean
Claw back low density in town center.
I would hope DP would put more emphasis on open space, walkways, and less huge housing/business projects.
Update older areas, keep small town feel
Development that doesn't destroy the beach town vibe.
Clean up
Stay small but efficiently use the limited space we have. Create a visually exceptional architecture, maintain and improve infrastructure to enhance the environment.
Beautiful place to live
Walkable living. Unique visiting. Ecologically friendly. Nautically focused. Scrupulously maintained. Safe.
I would like to see it continue to grow both in tourism and community businesses.
In 20 years Dana Point will be premiere destination for its citizens and tourists, where our amenities, activities and style are the attraction
Continued revitalization. Completion of the Harbor project. Undergrounding of wires.
Increased commerce and art in the Lantern District, continued investment in public parks and programs that get people outside, clean and crime free, family friendly
Redevelopment of Doheny village, underground ugly wires and poles
A nice, safe community for families
To stay a quaint little town not a Newport Beach
Sustainable, protected ocean, clean energy, family friendly
Keep unique character of Dana Point, not a clone of Newport Beach or Laguna Beach
The vision for the future is the implementation of retail areas serving both visitors and residents, quality open spaces with pedestrian access to the ocean, safe traffic and parking access to all sections of the community, and a quality living environment for residents of all ages.
Maintain a small-town feel
Development that enhances safety and aesthetics. An example of this is bury the overhead utility lines in the Lantern District, Capo Beach and Dana Knolls.
Better public transportation/ more easily accessible transportation to the beach. Safer roadways for bikers & pedestrians. Social hubs that increase community.



What is your vision for Dana Point over the next 20 to 30 years?
(Continued)



Online Questionnaire Responses:
Keep it friendly and less commercial. Low traffic, private communities, good maintenance, walkable
A thriving community and destination for world-class entertainment and beach culture
Modernize & urbanize please! I am 38 & feel 30 years too young for this place sometimes
Retain the small coastal town that exists
Walkable high-end dining and nightlife hotspot
Fun, walkable downtown, more art, easy access to beach. More bike lanes.
Increase housing in Lantern District, urban walking and biking riding plan with local entertainment and restaurants of all price point
More focus on bicycle infrastructure
Not overdevelop and focus on quality of life for current residents.
Optimize open spaces; consider nature with all decisions; tourist friendly but not a tourist destination. Keep the local
It remains a laidback beach town
Evolve WITHOUT losing our small-town vibe
More down to earth, more accessible
Family friendly and respectful of historically ocean-oriented culture
The city with the best public transportation in California
Keep it a nice place to live
Controlled and smart growth. Protect the local business owners who live here and prevent the corporate out of town builders and businesses that use Dana Point as a bank withdrawal.
Stay modern, relevant and put transmission cables underground
To stay earthy by keeping out high end shopping super trendy dining
Coastal Laid Back Surf Town - with responsible development.
More bloated
To look and feel more uniform in it's appearance
Tastefully built up with lots of dining options.
Dana Point is a relatively small So Cal beach town. As such I think it is important that we follow the roadmap of other small beach towns, like Laguna. Keep things small and independent. I've heard that a Cheesecake Factory and Javier's are going into the harbor. I find this very disappointing. This is not a harbor on the same scale of Newport or Oceanside. It does not need to focus on volume of that scale to generate revenue. In my opinion, large chains would make it undesirable for locals, and present a volume capacity inconsistent with the size and attraction of the town. I want to see DP 20 years from now full of high quality mom and pop shops and restaurants (where rents are high enough that the laws of supply and demand maintain that high quality), retail space that is reserved for shops that appeal to anyone looking to spend a day and browse, and a city and harbor plan that invests in using native plant landscaping (Tree of Life Nursery!) To create pockets of open space and landscaping that is beautiful and sustainable.
More retail, restaurants
I'd like to see ADA accessible sidewalks along Del Obispo, and more small shops along the way to promote people walking to/from the beach for leisure. This will bring in more tax money to the city, and will create a stronger sense of community.
Course correction of current plan, help citizens with clarity to discourage nimbyism and see a plan that my kids would embrace for their futures



Q3

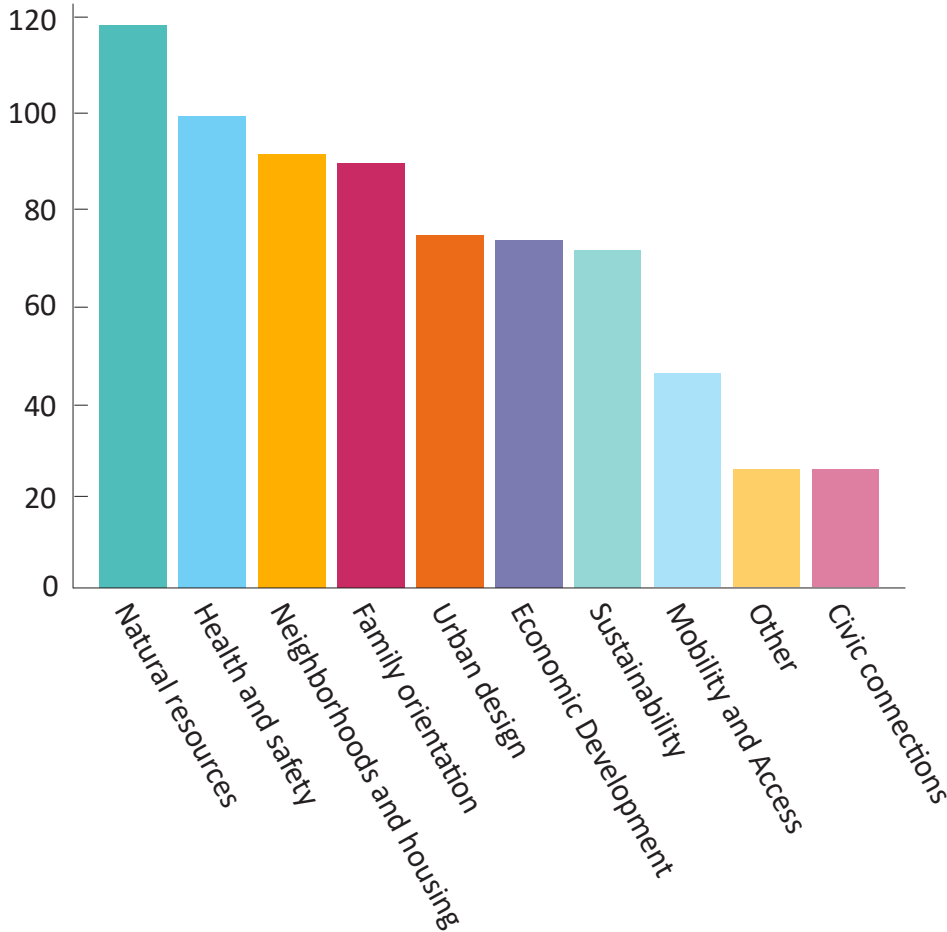
What is your vision for Dana Point over the next 20 to 30 years?
(Continued)

Online Questionnaire Responses:
Affordable housing and community gardens, keeping tourism down to a minimum, maintain a sleepy harbor town feel
Quality development, undergrounding power lines, safe and maintained streets/streetscapes, and fun local/tourist destinations.
More affordable housing, more restaurants and retail, filling out Del Prado, PCH and Doheny Village
Invest in upgrading infrastructure, stay focused on safety, renovate harbor and Capo Beach area while keeping the overall character intact.
More great restaurants, hotels, shopping. Becoming a cooler coastal city
Growth without losing identity
Enhance the harbor, encourage more New England-style architecture, limit building height and density (except in Doheny Village), retain authentic character and history, remain a hideaway from LA and San Diego
Local restaurants, small town beach vibe, quaint, quiet



Which top 3 values should guide the General Plan Update?

Q4

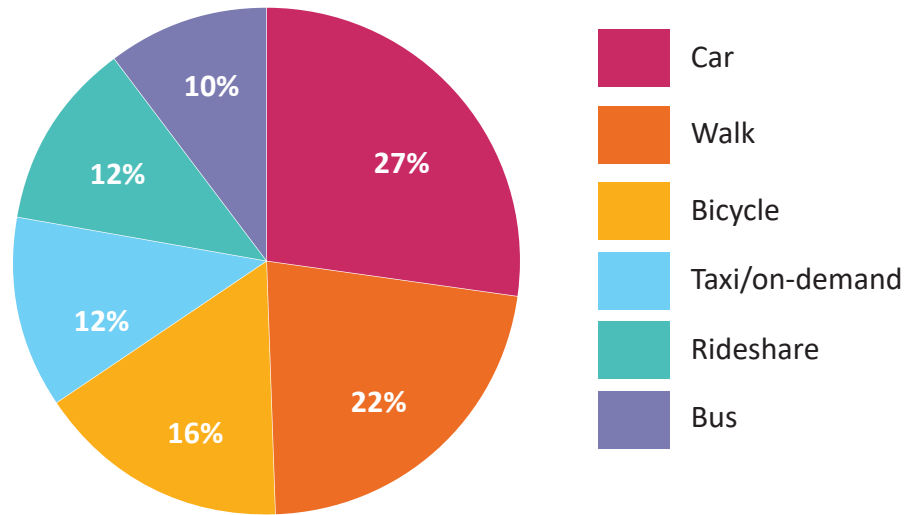


Values



Q5

How do you get around town?



Demographics

Note: Respondents were asked to respond rank the six options provided from most frequent to less frequent. Based on the responses selected, the values were weighted, and what is shown in the pie chart represents the percentage of the total of participants who selected the highlighted option as their top preference to get around town.





What challenges and opportunities are there for Dana Point businesses to thrive?



Online Questionnaire Responses:
Challenges: financial uncertainty, parking
Opportunities: less congestion than other beach cities, easy freeway access for customers
No walking friendly
Challenges include changing market conditions in office and commercial settings. Opportunities for mixed-use development which help commercial development to succeed.
As the "gentrification" goes up, it prices the "ma and paw" businesses out, leaving only the chains. Concentrate on keeping the living the living standards at a level that artists, artisans, trade people, service people, retirees, can live here. Businesses that have a "stake" in Dana Point, that's folks that actually live here that are in business, and cater to the people how live here will survive and allow them to be able to live here and enjoy the true riches of why we are all here! It "ain't all just about the \$s.
Challenge: affordability Opportunity: growing population
Lake of walkability of streets, old buildings
Watch overdevelopment, too crowded
Tourism for the upper 2%
It's expensive and the population seems to skew older.
Continued development of culinary scene
Small businesses are up against new development and climbing rent prices
Homeless, hills- hard to get place to place on foot
Parking is an issue. Walkability is getting better with the new Del Prado. Also love the festivals/fairs on Del Prado
Lack of events
Urban planning and zoning must improve for Dana Point to realize its potential. The harbor is a good start. The beaches must be renovated and become a destination to attract visitors that support our local businesses. Downtown must develop into a real destination shopping, dining, and entertainment area. Study Santana Row in San Jose which is phenomenal and thriving destination.
Parking, lack of employees, crime, San Clemente caters to locals better
Having the community utilize the businesses here.
A lot of empty retail around
Lack of parking
More charging stations
Rental costs tourism
Crowding and over building
Bike and Transit Access: If I have to get in my car I am willing to drive out of town to get a better price.
Streamlined approval process for locally owned, small businesses. The don't have the same resources as larger chains.
Marina and facilities there are a bit subpar
Access roads allowing for increased traffic; adequate parking facilities
Diversifying the type of businesses here, avoid large chain restaurants and businesses in favor of locally grown opportunities. Make sure locals want to go to the stores etc.
Parking
Lack of cohesive public transportation to bring more people in. Encourage more diverse businesses.
Parking; mobility of customers around town



Economic Development

Q6

What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Pressures from overdevelopment; Dana Point should stay small for residents and tourists. Please avoid the temptation to build up or adding density. Staying small is Dana Point's charm.
Businesses building
Parking, repeat local customers
Price, design, usefulness to the majority of the community
Businesses seem to do a good job. Would be nice to have more restaurants with nice patios.
Challenge is to get adequate traffic to support growth. Plenty of opportunity with great weather and lots of summer visitors
Easy access
Managing new arrivals with balancing needs of locals
Beach erosion mitigated,
Challenges are expensive rent and other operating costs. Opportunities are people who love where they live or love to visit.
Business venues here in Dana Point need to update their buildings, we also need other businesses to come in and bring variety of restaurants and shops. Challenge for current businesses is they are trying to keep things as they are and the area is tired and needs some rehab.
Challenge of overcoming the prevailing old-school mentality go long time residents resistant to change. The opportunities are plentiful, great beach access, walkability, weather, etc..
Challenges are outside activists and external entities causing unfunded mandates or regulations to the chagrin of city officials, residents, and guests. Opportunities are the beautiful coastline and topography. There are numerous areas that are yet to realize their real potential. Town Center and the revitalization there should inspire Doheny Village, which has even greater potential for business enterprises or resorts.
No comment
The terrain makes it harder to travel on foot. Traveling the PCH on foot feels dangerous too. Fill the retail vacancies where businesses and restaurants can thrive.
The County has gotten greedy and forced Harbor businesses to close, due to excessive rent costs
What attracts someone to come to the area? Is it easy to visit and Do we have adequate signage directing where to park? Are the buildings parking lots on Del Prado shared parking with the public? Can they charge a car while they dine or shop? Especially in the mixed use buildings, charging stations should be a given.
Challenges: Over-development, high traffic. Lack of convenient parking. Opportunities: Take advantage of tourists visiting harbor and high end hotels. Need more restaurants.
Sacramento policies are the challenges. Opportunities are in the city's location and development
Need more parking, less condos.
The biggest challenge has lately been the revamping of the Harbor--we do NOT need to become Newport!! Having restaurants that are "big chains" or "famous names" should NOT be the goal!! And there will always be people coming to our town to enjoy our businesses without having to change our atmosphere!! Dana Point is a standout for being so "human" in nature!!
The challenge is to get the community to "shop local." Small business in the community need marketing help to get residents to know and shop at them.
We need to be sure the smaller older businesses aren't eclipsed by the new trendy ones. For instance, Buena Vista market.



What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Flexibility in development standards but giving clear direction and expectation in design expectations. Also, removing additional parking requirements for new uses going into existing building would allow more flexibility in supporting a variety of business types in the community.
Restaurants should also exhibit art, cultivate clientele and attract tourists with reception for artist. Artist designed benches, artist designed lanterns for each of the colored lantern street names. City can offer artists opportunities to submit designs w/budget for approval.
Lack of parking is a challenge
More commercial development at the harbor and near transit hubs is an opportunity
I would like to see the City encourage a larger variety of businesses. The city has enough nail salons and surf shops. We also have a large portion of fast-food restaurants right on PCH. DP has missed an opportunity to create a unique experiences for residents and tourists alike.
Too much blight in some areas. Dana Point should be clean throughout with well-maintained structures, streets, and amenities.
Challenges are pressures to overdevelop and the pushing of density; this would destroy the charming and welcoming small town feel. Dana Point is unique so please enhance the features that make Dana Point safe and beautiful. Opportunities are attracting luxury boutique operators in hospitality and dining that would create unique experiences that fit the character of Dana Point. Upscale tourists would pay top dollar for a world class experience and create a symbiosis with existing residents.
Challenges: parking, ongoing construction, inflation, seasonality of tourism, minimum wage Opportunities: influx of new residents, local events, chamber of commerce,
Common sense development. There are many opportunities to expand and update the Doheny Village. The Village would be a perfect location for an entertainment venue. The biggest challenge comes from the CUSD property (Serra Bus Yard) Victoria Apartment Project, Stop Over Building. This project will cause substantial traffic problems for the entire Doheny Village.
Challenge- Overcome the bureaucracy and finish the harbor already. Opportunity - The Capo beach area has a lot of undeveloped land that could really add value to the city. Take the same approach as the harbor and add access to the beach over/under the tracks.
I believe there needs to be more a strong dense mixed-use urban core that integrates living and a variety of business. Ensure a bus and bike route go through it and ample walkable paths. Be intentional by including many local restaurants and eclectic businesses/retail shops to draw tourists and residents alike. Refrain from overdeveloping with "cookie cutter" developments in our city. There is so much more interest while walking through a neighborhood or main roads when buildings and landscaping look a little different as you travel along. It encourages curiosity and wandering which will then improve business.
Threats to the high quality of life including forced density, out-of-town transients, and catering to political interests instead of residents and local or prospective business owners
*Foot Traffic from residents and tourists *Public Safety *Convenient Public Restrooms
Keep coffee shops to a minimum. We have so many.
Challenges: high rent. Opportunity: lots of space for new businesses to come in, especially downtown by Del Prado. Dana is a quick community to try new spots that pop up and if a business is truly good at what they provide then they'll definitely do well in Dana.
Accessible venues for small businesses that are attractive to be visited by potential customers
N/a
Parking, tourism, cost of rent, opportunity for more community work spaces and networking (e.g. We-work, free/open meeting spaces). Some areas are unsightly and dangerous (near the tracks, North Capo beach).



Economic Development

Q6

What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Serving the locals and tourists without urbanization and excessive growth
To provide better architecture
Beach access and uses of public lands - fencing within 250ft of high tide
Too many vacant buildings/open space that limit customers/anchor stores
Competition from out-of-area chains
Online shopping ...too many alcohol related events...
Challenges - accessibility, parking
Businesses commensurate with tranquil suburban, resort destination: shopping, dining, ebike zone other than neighborhoods and sidewalks
Tourism offers great opportunities for businesses and the challenges is to not forget about the locals when doing so.
We own an industrial building in Doheny Village. It's location near the ocean and the freeway makes it desirable for businesses to rent. However, it has been tagged with graffiti a couple of times. We are concerned that the building of a large apartment complex will impact crime and create parking problems for our building and tenants.
The opportunities lie along Del Prado, PCH, and the marina. The challenges will be for parking.
Parking is a concern. Increasing walkability. Retaining 55ft maximum building height limit (to keep the small town atmosphere)
Traffic and parking will be a major issue if the town is overdeveloped.
Brick and mortar stores everywhere need to evolve. Online shopping is here to stay.
We need to create an all around family destination with good food. The cuisine options here are terrible and everything looks and sounds the same.
Lack of parking and homeless/transients
We are incredibly blessed with tourists, just wish the resorts were more inclusive in their Visit DP initiatives.
Don't know
Adequate public parking-not on the streets
Quality and variety
Improved parking, bike accessibility, and development close to the water
Not sure
Affordability and catering to local residents
Not enough people downtown. Need to drive more retail and restaurants to create the demand. Look at how busy the Farmers Market is. The right offer will bring people out.
Don't know
Underground power lines; easy access to parking; pedestrian friendly dining; optimize ocean-related events and activities
Maintaining balance of accessibility...for example, lovely businesses (especially on PCH) but where do you park ????
Have no opinion
Development, we need to finish town center, fill those empty lots. Also, work on DH Village and developing life down there
We need parking downtown, we need a coastal feel, we need power lines buried, we need the harbor complete
Limited nightlife
Clearly an overall --state and national--economic viability serves as the underpinning for any thriving business. For locals, access, uniqueness, and financial backing.



What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Parking and advertising
N/a
More convenient parking
Providing services and products that the community needs and affordable for locals.
No parking
If the idea is to get tourists and residents to walk to coffee vendors have to open early. For example, people get up at 7A and want to walk to coffee houses. Only drive-ins are open. Also, diversify restaurants. There are too many pizza and mexican food places
Parking access, the homeless and affordable retail space are challenges.
Building that sacrifices parking
N/a
Enforce laws, cleanliness, fam friendly, charm, people will support community
Challenges - onerous lengthy planning process, lack of building sites, no parking opportunities- Doheny Village, unmet local demand for restaurants, entertainment venues and high-end boutiques and shops. Very few shopping choices for capo beach residents who mainly shop in San Clemente.
Encourage more small businesses by giving tax breaks. Discourage short term rentals. Must have adequate parking for all businesses and apartments
Not sure
Businesses should be here based on need of the community not just to make a buck. There are 3 new pizza restaurants in the same area. We don't need that. They should thrive because they enhance the community and the live of the people who live here.
Keeping huge companies out of downtown area like big box stores
Parking access
Cost of doing business, finding appropriate locations of various sizes, inviting architecture, while maintaining the delicate balance of residential and recreation
Homelessness impacts business
Parking
Parking is tough, a map of what businesses are available and where to park would be great. Some areas don't feel safe with homeless. I was at ralphs the other day, and a homeless man stood outside my car and peed right there in front of everyone. It was shocking and scary.
There is a ton of opportunity to freshen up many of the old, unattractive, outdated buildings while still keeping its small, quaint, original beachy charm while NOT allowing big developers to build UP changing the entire landscape and views of the coastline. All while continuing to ONLY allow and support LOCAL SMALL business owners and NOT large chain corps/franchises. We MUST preserve our city and NOT allow large corps to change it completely and turn it into Irvine concrete jungle w high density apartments!!
Convenient parking, walk friendly venues, diverse shopping options, good quality eating options ??????
Accessibility with bike paths and ease of parking
Parking, traffic control, safety
Parking and help are problems.
Challenge is corrupt City Council. Harbor revitalization and general city improvements are opportunities for businesses to thrive.
Rising seas, confluence of high runoff and high tide scenario.



Economic Development

Q6

What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Rehab old buildings; parking
Amazon is here to stay! And the way people shop will be affected by this. Businesses need to have something that is unique, affordable, value, and can only be found here. The costs of an affordable store front is a consideration.
Lack of diverse housing choices
Lack of non-car mobility
Gentrification
Year-round good weather for al fresco
High rents, inflation and locations not easily seen from PCH or major streets are challenges. As DP continues to develop the harbor and Del Prado, there could be a media campaign to encourage residents of sjc, San Clemente, Laguna Beach, etc to visit. There needs to be enough of a selection of restaurants and services for people to come to the Del Prado area on a regular basis.
Parking, car charging, taxing
Uncrowded access, interesting businesses, affordability
Parking
Unknown
Opportunities - filling needs of a small community, people like shopping locally.
Appeal to the public
Need Parking, good deals for locals
Visitors
N/c
Tourism is good for businesses
Traffic moves to quickly through town.
Keeping the businesses / restaurants profitable
Support the Small businesses
Finding good employees and providing above average service.
Why are you asking me about businesses when my #1 priority is family? This question shows the bias of your survey.
Fear the harbor project will make DP like Newport Beach. Keep the small-town character & charm. And keep up lots of parking, and free & lots of good car movement.
Maintain a safe community.
Promote retail businesses with affordable rents
A city theme that draws Tourists and visitors
Parking space
Nicer buildings are being built and more are needed. There are parts of town that are dumpy.
I don't know
Challenges: lack of diversity/many repeat businesses, many citizens without disposal income to spend, not enough foot traffic. Opportunities: Try new ideas and concepts not seen in the other OC coastal cities. Place a unique focus on family-orientated business to attract new customers to visit the town
Better public transportation, more walkability, more bike lanes, less parking structures, less cars
Challenge is seasonal tourism, opportunity is highest possible quality destination
Accessibility



What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Challenge: Cost of land/rent is high so only high priced restaurants etc can afford to be here. Opportunity: take advantage of our beach history and market our beach town that way... Not just as a neaveau riche city but a surfer/swimmer/boater paradise that is unique.
Stop uptown development
The challenge is keeping small and friendly for long term residents while growing larger. The infrastructure wasn't setup to handle the traffic the new development will bring to the harbor, downtown, and near the Costco
Stop over saturating the area
Parking
Accessibility, parking, and traffic safety are the challenges.
Challenges-the spread our nature of the business districts and harbor. Opportunities-the natural beauty of the town and proximity to other suburbs makes it an ideal destination.
Staffing/retention, minimum wage, foot fall, high household income, working remote
Parking seems to be an issue for some places. I think there should be more community hang/gathering places for teens and young people.
Unknown
Avoid tee shirt and souvenir stores
Parking
Overcrowded and no parking.
Parking
Parking
Focus on resident's needs and desires for great neighborhoods, vibrant downtown and recreational facilities. Tourists are drawn to locations with a high quality of life
Shops and restaurants
Increased crime
Parking is a challenge now that monster buildings have been built. If you have parking and are off of PCH you have opportunities to thrive.
More practical businesses that serve locals
Ocean meets city
Heavy CA regulations
Easy parking
Stop overbuilding. Not enough parking
Challenge: over regulation. Opportunity: more parking
Unsure
Larger commercial chains driving out small family locally owned businesses
Government meddling and over regulation
Rents
Challenge is to determine what businesses fit beyond tourism. Opportunities are greater for the small business over the large, chain businesses as it should be.
Need business licenses
Need more underground parking and convenient/safe access across the board.
Tighten up trolley service to connect Lantern District to Harbor and Doheny especially during events (park and eat in Lantern before hopping on trolley to go down to an event. And visa versa). Basically, enhance interconnectedness for both visitors and residents.



Economic Development

Q6

What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
How can we leverage visitor business to support our neighborhood communities rather than disrupting them?
Not sure
Make Dana Point more attractive and entertaining by revitalizing and renovating harbor, landscaping streets public areas, underground unsightly utility poles.
Bringing in world class restaurants and retail, which will increase tourism
Not sure, but I would imagine costs to operate, parking or more protected bike lanes for customers especially on PCH
Parking space is limited
Rent
To keep our business in Dana Point
Walkable businesses
Unclear directions to parking lots on PCH. Poor traffic flow planning in parking lot at freeway and PCH and at Albertson's lot at Stonehill and Del Obispo.
Consistent quality, inventory that appeals to locals and visitors, good community relations, and excellent customer service.
Businesses especially restaurants need to offered more affordable prices
To be sure the city maintains its attractiveness and safety. One practical way to do this is to underground the ugly and hazardous overhead utility lines that currently blight the Lantern District and other parts of town.
There are always a ton of people at the harbor and this is a great opportunity for businesses. Especially during Christmas when the harbor days is set up.
Diversity of businesses, local/private rather than chains, centralized parking to keep business autos off neighborhood streets, free parking at beach and harbor, centralized restaurant/bar areas separate from and not impacting residential areas. Minimal neighborhood impact from rentals, ADU's, etc.
Lots of unsightly/outdated commercial uses in key locations have a chilling effect on investment.
I only see regulation slowing down progress. Regulation representing legacy residents averse to change/growth. But you're really doing the right things now.
Dana Point remains a drive thru town, create round about to slow traffic down
Limited parking, older community
Expensive rents. Competition from laguna and San Clemente and San Juan
Challenges are Affordability and Labor. Opportunities: Increasing Senior Population and Active Community with a Strong Tourist Base
Real estate costs
Businesses are already thriving. Need to manage development or we will become Newport Beach.
Enticing building/design. Safety and access.
Doheny area approval is vital.
Vagrancy, begging, crime
Small businesses being outed by the harbor renovation
Getting prices down and quality up
Challenge: too much government regulation.
Opportunity: reduce government regulation.
High rent and corporate interests



What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
General lack of enforcement preventing loitering, camping and theft is a problem. There is a lot of opportunity for diverse businesses to thrive here but I think there are too many landowners who are hard for tenants to work with.
Out of town corporate business coming in. Newport Beach developers changing the culture here. Promote small locally owned business and we can thrive.
Seems to be a lot of business opportunities and the challenge is to streamline red tape for new businesses
Accessibility, although I don't really mind getting in and out of the car to do errands.
Destination - opportunity. Compete with chain restaurants/shops - challenge.
I don't know
Too many empty lots give appearance of desolation
Restaurants have to compete with much better options in Laguna Beach. Same issue with shops.
Dana Point will always have the natural beauty of the ocean as an attraction. The fact that it is relatively small is both a challenge and an opportunity. To make people stay and spend time and money in the town (including residents) the vast majority of the limited retail space, needs to be reserved for a variety of quality dining options (varied cuisine and price points) and some level of homogeneity in shops (see San Clemente). I'm disappointed by what I'm seeing moving into the town center. The first large retail spaces to be occupied are a physical therapy practice, a bank, a dive shop, a yoga and a plant potting store. These are not going to drive interest in walking the town and spending a day. Service businesses like medical offices and banks should be in strip malls not in limited prime real estate in the center of town. Also, we now seemingly have 6 pizza shops in town, 5 coffee shops, countless Mexican restaurants. Again, thought needs to be given to ensure that we are creating enough diversity in dining options in such a small town to add intrigue.
Parking
Challenge: keeping leases reasonable so small businesses can stay in Dana Point, and not be pushed out by chains.
Opportunities: elevating connections between harbor and downtown, with safety in mind for cyclists and pedestrians. This would include a future Doheny Park Road District.
Prevent elitist homeowners from making poor NIMBY decisions, when they don't actually live here. Two examples: the rules about no dogs on the pedestrian walk along The Strand, stating it's an environmentally protected zone, the second was the No-vote for a new performing arts building on the DHHS campus, fearing parking issues on performance nights.
If Laguna, San Clemente and San Juan can attract non-chain oriented businesses - which you promised us in the downtown rebuild - why did bevmo get a lease?
You need to follow through with your promises.
I'd like to know where our property taxes are spent. Brion Jeannette is constructing a \$100M residence - and DHHS still looks like a prison. On that note, why did this \$100M house with its mega retaining walls get approved? DO YOU have a design review board at all? That type of misbehavior, abuse of concrete and steel, in todays world of architecture - where the rest of the industry is trying to reach net-zero energy and reduced carbon - will now be a black eye on our community.
It appears as if the elite's tax dollars have more influence over sustainability decisions on your part.
I truly appreciate what San Clemente did along the bike lane at Beach Road: completely barricading with raised landscaping and curbs. Can we get more of that please? I refer to the recent killing of a cyclist on PCH and Crown Valley Pkwy.



Economic Development

Q6

What challenges and opportunities are there for Dana Point businesses to thrive? (Continued)



Online Questionnaire Responses:
Just curious to know what considerations are being taken with the rebuild of both downtown DP and our Harbor, when it comes to sustainability? Have you required the developer to deliver solutions the will get us to net-zero on energy and the use of construction materials that have less carbon footprint?
You need to be stronger on these issues - and not point to current building codes as an excuse to look the other way.
Cost of rental or buying. Need to cap pricing of real estate and keep predatory rental and selling of real estate at bay. Stop allowing investment banks to buy and sell property.
Long and expensive entitlement/permit processes, high facility lease costs, total connectivity to beach, emphasis on local business support by locals including restaurants.
Challenges: Competition from Laguna, SJC and San Clemente for tourists, as we lack a sense of downtown and a mix of interesting retail; the lack of connection between the harbor and PCH/Del Prado bifurcates tourist zones; traffic/noise on PCH reduces its pedestrian friendliness. Opportunities: Strengthening Del Prado/Lantern District as a downtown node; redevelopment of the area north of Doheny Beach (where Maison has been for years) into vibrant food/retail/tourist element and strengthening its pedestrian connection to Doheny Beach and the harbor.
Ability to engage residents to use local businesses, offering more diversified choices.
Beautiful buildings and eye-catching landscape
Dana Point's charm and essence
Dana Point possesses an authenticity that is lacking in competitive retail markets like Irvine. We have opportunities to play on the area's character and history to promote unique, non-chain businesses
Lack of parking



What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located?

Online Questionnaire Responses:
Single-family houses
Owner occupied and rented places. Affordable rent.
High cost of traditional single-family homes is a top issue. Housing should be concentrated in existing developed areas via redevelopment and should be located near transit service. Ideally, new residential would be located in proximity to commercial development and should promote walkability.
We don't need more housing to accommodate more people, we need housing to accommodate the kids that were born and raised here! Where I park to surf at Doheny State Park is where they feed the "homeless", I know a lot of them because they went to school with my kids in Dana Point and can't afford to live here except on the street!
LOW-COST RENTALS everywhere
Vacation housing is important to encourage visitors, affordable housing isn't possible in beach communities
Quit building giant 3-story blds so close together. Keep our town flavor not another Huntington Beach
The bus depot can be row housing with a park in the center and no more apartments or rehabs
Extremely expensive, even for the cheapest housing.
Don't let it become Newport
Low-income housing can be achieved with more ADUs
No more housing
It feels like DP has enough housing. The city can't hold all the cars and people more housing will bring.
More small homes
Community and urban planning needs a long-term vision with a disciplined and executable plan. The city often gives the impression that what gets built/developed lacks long term vision. That said, the harbor plan is a good example of proper long-term vision regardless of whether the plan is perfect or not. However, building high-density, multi-story dwellings right near Doheny Beach may be financially beneficial to some short-term, but displays a lack of vision beneficial to the city - and one that may be regretful long term.
There is no affordable housing for families. Stop allowing affordable units in unaffordable complexes. Entire complexes with small units and ample parking are needed.
They cost too much.
Lower income all over
Price
High costs
Affordable housing for young people and service providers
No opinion on this
Supply of affordable housing is a problem everywhere and in Dana Point too. Rising property values is good to a point, but too much locks folks out who are important to our community.
I support allowing higher density in existing neighborhoods. The ADU approval process should be transparent, straightforward, and affordable. I support using the Doheny Village project to build a mix of housing options with a bike and transit first transportation priority.
No opinion
SFR detached dwellings, no more high-rise condos. Parts of Capistrano Beach need renovation and are unused.



Q7

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
Parking parking. Architecture and materials on new buildings needs improvement. Traffic congestion. Affordability.
Homeless
Higher density housing in locations that don't affect traffic/views (I.e. The CUSD bus yard proposal is brilliant, takes an unused lot and adds a ton of housing). Del Prado is another great example, apartments and condos above businesses. A dream to live, shop, and eat/drink all within a block.
People are sad about their kids not being able to afford to live here because of the high cost of living; that's the reality of living somewhere high in demand. Either move to where you can afford, or put on your big girl/big boy pants and work hard to live here.
Affordable
There has to be real actual homes. Please build homes with actual front yards and backyards. This type of housing will attract families that will want to stay and help build Dana Point's legacy. Throughout the City, there should be more actual houses instead of condos or apartments. Keeping housing and hotels in separate areas/zoners would create more harmony between residents and guests.
Price, small lot sizes, HOA
Affordable house, not low income. We do not need mega-housing buildings. This will and is destroying Dana Point and our beach cities.
N/a
Housing mix seems to be fine
Traffic noise and street racing is a HUGE problem. Need more signage and enforcement of loud exhaust.
Bury overhead wires. Get E-bikes off trails and sidewalks
Need to manage low income housing with thoughtful design
Like it as it is
I haven't studied location, but the top issue in DP is the same as in many other locations: middle class income earners have fewer options than in the past. So I think the city and its contractors should maintain focus and plans for large apartments and small homes for people earning \$50-100K per year.
We do not need more multi-unit housing as the infrastructure of our streets and transportation is not set up for such density of population. I would like to see some of these investment homes being used as rentals sold to actual families or people that want to live here. I do not want it to become like Laguna Beach with a ton of vacation rentals. Building all these condo projects are going to be bought as units to rent out as vacation rentals. I have seen this many times in this type of area. I am a Broker here and in Colorado
Like most of the state there is a need for more, especially in the first-time buyer range. There is a large empty lot that looks like it was under some preliminary development that is dormant. It's located between Shoreline Dr and Scenic Dr by PCH.
Avoid the density causing traffic and decreasing the quality of life for residents and guests. RHNA is an externally imposed mandate that removes local control; take control of Dana Point and keep local control. Dana Point should be single-family homes, local businesses, and resorts. Overcrowding will drive high property tax paying residents, businesses, and guests away. Keep Dana Point small and upscale.
I think a small, beachside community should not build multi-story, dense, hundreds+ unit, modern monsters. The city cannot accommodate the density



What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)

Online Questionnaire Responses:
Not sure
The City should do more to regulate the many rental houses (e.g. Duplexes) and ensure that these structures are safe and have enough working smoke detectors, adequate fire exits, functional extinguishers, etc.
No thoughts
Maintain owner-occupied housing, control high density rental housing. Find a way to accommodate low-income housing and homeless without degrading neighborhoods.
Need single family homes to even out the recent growth in multifamily units. Old areas in need of revitalization could provide building sites; areas bordering capo beach and San Juan, near Costco
NONE downtown is a traffic mess, and parking at the harbor on weekends and holidays is nutty.
We have been told that we don't have enough affordable housing... I don't know where that expansion should go, but there are a few "vacant" areas that would work... As for other housing issues--since we're in Southern CA, we're always going to have high prices for homes... I don't know how to "fix" that, and I'm not sure that's "fixable..."
The top issue is lack of land for development. We probably need more multi-family housing. Perhaps older/derelict areas need to be rehabbed much like they've done to the downtown business district.
Long Term Rental availability is likely to be restricted with new str. We need to make sure our lower income residents have affordable housing. Keep multifamily housing where it is.
ADUs and JADUs should continue to be supported and strategic placement of more high density taller developments can be identified and affordable housing should be supported in strategic areas in the City
Housing is mixture of apartments and SFR, and now also including short term rental opportunities to attract tourists, summer and seasonal guests.
We need more affordable housing, but adding density in the city center and neighborhoods that will bring noise and traffic
We need affordable, added density near highways and transit stations
We need reasonable limits on str. with strict regulations to prevent noise and nuisance from them
As a homeowner, I am not as versed on this subject. I would like to see more streetlights and night time lighting to make our neighborhoods safer. I think lights that glow like lanterns in the Lantern District and throughout the city would look very cool.
Housing should have a consistent theme. Monarch Beach has a great theme. Other parts of Dana Point have a hodge podge of structures that are distracting. Have a consistent theme of modern coastal luxury, Mediterranean, or Cape Cod. Keep housing structures 2 stories or lower to protect ocean views in residential areas. Keep residential and commercial areas separate to avoid parking issues. Build enough parking for visitors. Build more luxury residences - maybe in partnership with the resorts or hotels to support the new Harbor and businesses.
Too much density will lead to traffic, congestion, and lower quality of life and experiences for tourists and residents. Avoid the pressure to build dense housing such as apartments, condos, and similar which will aggravate tensions among residents and with tourists regarding traffic, parking, and crowded amenities.
Affordability, Lantern District,



Q7

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
Not overbuilding the City! Common sense community development oversight. The CUSD Property needs to be held to the current 30 units per acre zoning. Many locations were proposed in the new Doheny Village rezoning. There are many other locations throughout the City.
None
I live in the Lantern District and love the variety of homes. I believe this area should continue to allow for denser units to be built. Many of the residential buildings here may need renovating/ rebuilding here in the future, so ensuring higher density is still allowed here is crucial. It creates such a vibrant interesting neighborhood with a variety of demographics. Additionally, affordability will continue to be an issue for residents here. If the older population doesn't sell their homes (which I don't blame them) then the city won't have enough housing for the younger generation trying to move here. There is a growing demand for young people and young families to come here. Unfortunately, a little more density is the only answer (but not overdeveloping our small quaint town; it's all about balance!)
There needs to be actual housing instead of just state-mandated apartments and condos. While not receiving as much attention, there is a lack of affordable single-family homes. These single-family homes could be built in Doheny Village, which could be a pleasant community for families who could walk to the beach (it's mere blocks away). Doheny Village has the most potential and is the least utilized at the moment. A proposed idea is to have the North side of Doheny Village as a resort/hotel area from the Marriott Residence Inn to Doheny (request concessions in the form of a walking trail behind the facility running parallel to San Juan Creek to the Beach and other amenities). The South side of Doheny could be a nice single family home tract that would provide housing options for households that want an actual home instead of small condo or apartment.
Controlled Subsidized affordable housing throughout the City
Na
Unsure
Rental properties need to stay affordable and yet, a number of the existing ones need remodeling which will make them rather more expensive. Creative solutions other than straight market forces are called for.
Housing is getting too expensive. More single-family homes.
If young families and singles cannot afford to live here we will lose our future generations to other towns. We have a lot of space that is not well planned (along the railroad tracks and freeways, North Capo beach, Doheny for example).
The area is built out. There is no gov't obligation to add housing to an already crowded area. We do need to manage homelessness by providing services on the fringes of our city as to not effect business and tourism.
Less condominiums, more small lot sub divisions, and work force housing
Pedestrian access to beaches/high tide markers and lack of community presence within 1000ft of high tide
I believe that demand and location should determine the price of the majority of housing. However, that said we should have some reserved affordable space for the elderly and handicapped.
Perfect as is
We have enough housing with all the new developments More housing will just deplete the environment and our resources
Top issue - danger & unsightliness of overhead lines.



What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
Not high rises or dense housing
People need to be able to have a stake in the community and caring for it
Affordable housing for local workers. When you approve new developments you should have the business try to plan for where their workers will live. Maybe you can partner with other local cities to meet that goal.
High density housing should not be allowed anywhere. This is not Irvine.
I think we have enough housing in Dana Point.
Limiting short term rentals-small percentage of overall housing. Additional low cost housing near the walking bridge across PCH.
A major concern for much of the community is the addition of large apartment developments. Increased traffic, less community and family feel of Dana Point.
Some growth has to happen. I would hope it would cater to families and middle class to some extent.
NO MORE APARTMENTS or housing of any type. The state needs to fix the infrastructure of water and electricity before even thinking about building more. The great exodus from California is happening for a reason, wake up Belinda
Single family homes instead of condos. Single family homes attract families that are in the community or seek to establish long-term roots in the community. Doheny Village has enormous potential as a walkable upscale neighborhood to the beach. The area should also have shops to cater to residents and tourists.
SFRs
No more housing please - I like the fact that it's not overcrowded and no more apartments either. I know that sounds bad but just being honest. I love the fact that not everyone can live here it keeps it small and special.
Too many short term rentals in residential neighborhoods
Additional housing is not needed
Single family housing. In the hills. Apartment complexes in place of the trailer parks
?
Affordability and character consistent with city heritage as a safe beachside town where all residents across the income spectrum can find affordable and comfortable housing. We need neighborhoods where those who support the local economy can live without long commutes (and consequent climate impacts) to work.
Lack of affordability
Seems to me we are built out. Only way I see to build up
Underground residential power lines; view preservation; more single-family housing; less apartments
I think we have a great mix of multifamily and single-family housing already. How you keep that affordable is anybody's guess.
Traffic & overcrowding from too many condos
RNHA holds the cards here. I would say, maybe more condos, as homeowners/condo owners are better than renters. Renters complain too much and don't understand the tax burden of those who own
I'm a realtor and a multi-property owner in Dana Point. I LOVE this town and I'm proud to live here. I know our business owners, I participate in their success. I want and need the city to be practical and innovative in approving design and building plans.



Housing

Q7

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
The biggest development problem is unsightly and unsafe aerial utility lines
The housing being built in the city is not affordable. That is the problem. The project proposed for Doheny "Village" is an example. The people who live in the trailers in that area will eventually be driven out and will not be able to afford that housing. Those are the people who mow our lawns, clean our houses. We need to provide affordability, not short term rentals.
I think if you have property you should be able to build an extra unit or space and the city shouldn't make it so difficult to do that.
N/a
Eclectic
Yes. Affordable housing for hospitality workers and service people is extremely important to keep DP thriving.
No parking, too many apartments, They need more affordable senior housing. They should stop building apartments downtown and condos.
Affordable long term housing for hotel workers. Short Term Rentals and Granny Houses tend to be high end vacation rentals.
Too many strsvrbo.
Affordable housing, good. Absent landlords bad
Exposed Power lines, Lack of Sidewalks
Run down neighborhoods
There is an extreme shortage of affordable rental housing in DP. Our Council just approved conversion of 100 residential units to unneeded short term rentals for tourists. There is no empathy for hotel workers and others who serve our tourism industry and can't afford to live here. Affordable housing should be dispersed throughout the city but will likely end up in Doheny village. There is likely to be a continuing parking crisis in older neighborhoods like the Lantern District and Capo Beach where residential owners are competing with short term rentals and sober, living homes for scarce street parking.
More affordable housing. Also, fewer mansions, more open areas
Affordable housing but not overcrowding
No more big apartment buildings. They don't fit.
Affordable housing for younger and older people who are currently priced out of the housing market. Services for shelter for the homeless since all the mental hospitals have closed down.
I don't think we need anymore new housing developments here. Just improve the ones that already exist. Not sure where any bare land exists in Dana Point for a new housing project. But I would be against it.
Biggest issue is cost to build, rent or own, mixed use seems to be the big thing which is OK with 3-story height restriction in commercial or transition areas, opportunities to take older rental properties and upgrade or replace.
No more huge mansions
Limit development, undergrounding utilities
Down by Doheny should have nice affordable housing. Tiny homes or apartments.



What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
There is a shortage of AFFORDABLE smaller homes and we do NOT need anymore apartment complexes! We desperately need condos/townhomes you can BUY and NOT rent from the corrupt corporations PERIOD. We need to add smaller residential AFFORDABLE condos UNDER \$600k so buyers can afford to actually OWN property in this beautiful town we all love and can barely afford to live in! No more apartments! Stop supporting these corrupt corporate apartment builders who just collect their high rents each month and take away the opportunity for residents to be able to OWN a property, and allow RESIDENTIAL developments over APARTMENTS bc we have too many already and not enough affordable housing for owners to be able to purchase! Also w these new residential developments, they should put in their CC&Rs and sales agreements w the buyers that they cannot rent the property out for min TWO YEARS and it must be ENFORCED by a reliable professional experienced HOA PM Co (this is what I DO for 18+ years now). This will ensure they are OWNER OCCUPIED ONLY and NOT all investment properties/rentals where landlords continue to price gouge and charge inflated rents - OWNER OCCUPIED ONLY AFFORDABLE HOUSING is a HUGE need here in DP! Anything under \$600k is extremely limited and too many apartments! I am a professional property manager again, for 18+ years now and I am more than happy to discuss this further. I have extensive experience and knowledge on building new communities and turning over then managing the HOA - it can be done, it just needs to be done CORRECTLY! Stop allowing these Prado West luxury living apartments that are a complete JOKE of an establishment- I say that bc I live here for 2 years now, complete and utter JOKE and they should have never been allowed to be apts. They should only allow new residential developments you can BUY from now on!
Safe alternatives to provide for homeless people
Don't know!
No sober living businesses in residential neighborhoods! Locate the business in areas zoned for business. Please limit STR, we are losing our community feel.
We need affordable housing, we need architecture to be consistent with a Cape Cod theme.
Dana Point is built out.
Top issue is Short term rentals. Maybe more could be done for the homeless living on our streets.
Affordable housing, compact, in multi-family
Affordability....not much land left for additional housing. Doheny village project looks to be a good next step
Keep the cap cod established look to the neighborhood. Cap short-term rentals, and establish more rent control structures. All new homes built need to have the highest eco standards.
"Missing Middle" Housing choices
Those who grow up in Dana Point have to leave to have access to housing and jobs that fit early careers
Home ownership with density needed
Hmmm...certainly there can't be enough affordable housing here. I'm not sure where it could be located but every new development should include under market rents. I'd like to see more townhomes, condos since there is already so many sfh.
Low cost housing for seniors and more -- not everyone is a multi-millionaire. The new high rises are too expensive - when we go thru the depression these expensive units will be vacant and the City won't collect taxes desired. Businesses will fail under the tax burden.
Some affordable housing but NOT high rise which ruins the draw of people to the area
Well maintained affordable for young adults



Housing

Q7

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
I don't believe there are any issues with housing in Dana Point. I do believe an increase in multi-family projects will negatively impact the city.
I like the changes in zoning to allow ADUs and Jr ADUs. I have not personally gained from these changes, but a friend has and she needs the additional income to keep her historic home in Dana Point that she inherited from her parents. I also very much like the idea of a Tiny Home Community or Park Model Homes. The costs of affordable housing is ridiculous in South OC, I feel for the younger and older generations that can't afford to live here!
No more multiple apartment buildings.
Plenty of housing
Affordability
There is no more room for housing in DP
We need to get utilities underground. The changing weather has threatened our health and safety more than ever. SDGE admitted a fire almost started close by last week due to down lines.
Traffic, Parking and speeds are a huge issue. We should consider street parking in some areas such as Del Prado
Lower interest rates
Affordable housing - city-owned property
Single family is best for the occupants and our city. The idea of cramming strangers in tight communities does not work well. I know, because I manage a high rise in downtown LA.
There are opportunities for some low height, higher density, and lower cost housing in the Doheny Village area.
Stop allowing too many airbnbs in neighborhoods AND stop allowing so many drug rehab homes in neighborhood communities.
Doheny area housing & condos
Beautify with underground electrical lines. No more high-rise apartments. Upgrade Capistrano Beach business area
Rentals
No response
Less low-income housing. More single family homes.
Dana Point is starting to feel like a city of apartments/multi-family, similar to how the coast of Huntington Beach feels. It's so built up (literally upward), that it's unfortunately lost it's vibe/charm. The top issues in the Lantern Village is blight and dilapidated homes that need up keep and maintenance to order to create a neighborhood that feels fresh, safe, and thriving.
We need more affordable housing, neighborhoods mixed with businesses, so people could find what they need in walking distance. In capo beach we need to reopen the hospital and the movie theater, plus a library.
SFR is the highest and best use, with retail on PCH
No
There is no more vacant land! The new multi-use buildings are a good idea but not built in a beachy, charming way. Reserve some of the units for mid income residents.
Single family homes
Dana Point doesn't have affordable housing and design review makes it a challenge to build new affordable units.
More low-cost housing



What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)

Online Questionnaire Responses:
No comment
ADU restrictions need to be removed for dense neighborhoods in the Lantern Village. Planning staff need to help residents as opposed to finding the most restrictive interpretations of the code. City Council needs to be more equitable.
Long term, not short-term rentals.
New builds have impact to infrastructure, vacation rentals need more restrictions, high number of halfway houses. Offer tax breaks to primary residents who are contributing tax dollars and income for city.
I do think there needs to be affordable housing but I'm not sure if beachfront communities is where that's at. We already deal with a lot of traffic so I don't think these dense housing complexes are the right option maybe more duplexes or town houses? I think something like that down in that Capo Beach school bus yard area would make more sense maybe updating some of the housing that's already down there. Dana Point doesn't have much land for more new housing.
Underground utility lines
Avoid any more of the horrible architecture used in the new condos on PCH These look as tho they are from Eastern Europe. Instead, focus on seaboard architecture that reflects our heritage. No more than two story buildings.
View obstruction
Single family NOT multi family
I don't know
Value vs cost
Code enforcement is a joke. Seriously. This city has quite a reputation among other city governments for being poorly run with little accountability from staff.
More regulations on air b and bs
Underline the utility lines!
Affordable housing should have been built in downtown and in the new capo beach area. \$3000/mo for a studio is not affordable by any means with limited parking. 1.5-2 parking spaces per unit should be the minimum required.
Capo beach has room to grow
Not sure
Lack of affordable housing
Affordable
ADU
No more strrs or drug rehabs.
Top issue: over regs. Ccc + city restraints. Issue of more hi density is counter to market value of real estate
DP has standards for development for a reason, and should abide by these without continuously granting exceptions.
Affordable housing and apartments are needed.
Maintain the zoning of single-family homes. Strict regulation of strrs
Clean up of existing



Q7

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
There will always be housing issues. We have limited space. It must be used efficiently. Homelessness is unacceptable and there needs to be dynamic and efficient solutions pursued. To the extent that the law requires it, affordable housing should also exist. The Capo Beach inland area has some room as well as some vacant areas that might be considered.
Reduce the amount of STR
Individual family dwellings are nice, but impractical for limited space.
Collections of small apartment buildings that feel cozy rather than industrial with unique features and the variety to house a single resident or an entire family.
Prado West is a good example of this.
As a homeowner I appreciate the rising property values but there could be more lower cost housing & higher-density condo developments so that more people can afford to live in DP.
I would like to see a housing facility for college students who are unhoused
We have enough new housing, and enough apartments already.
Dana Point is not geographically large so I am most concerned with over density and how that could congest downtown
No more ugly big box apartment buildings - terrible idea! Plan housing and multi-housing with some greenery, not so much concrete.
Single family homes
Affordable
Mixed use and single-family homes
Need low and middle range housing options. Add homeless shelter beds near beach.
We need more affordable housing for those employed in the city. Short Term Rentals will deplete the inventory. The proposed project on the CUSD property with proposed affordable units will help. More in that area would assist. Require all new major projects to have a percentage of affordable units.
Dana Point needs NO MORE HOUSUNG. WE DONT HAVE THE INFASTRUCTURE to accommodate more growth. Existing power lines need to be taken down for the SAFETY of current homeowners.
To increase the number of units available without sacrificing quality of life in residential neighborhoods, new apartment and condo development should be limited to downtown.
Rent is expensive everywhere.
Rehab/STR's/ADU's reducing quality of life in neighborhoods. Can they be centralized to minimally impact neighborhoods?
Much of the city's affordable housing stock is rapidly aging and rentals not properly maintained. Need to provide incentives for investment in these properties, and zone for more density in appropriate areas.
Beachfront is restricted to multimillion dollar homes. I think it would be nice to offer other options like condos (but not like Oceanside, they did that too much)
There are too many apartments and multifamily dwellings
No problems
Clean up area by Doheny car wash and put nice housing and walkable streets
Affordability, smaller units for singles or lock and go residents and modernization of housing stock
Housing unaffordable



What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)



Online Questionnaire Responses:
Above ground utilities are a fire danger that we should address. We should not keep building more housing without addressing the safety issues we already have.
Unhoused/transients creating blight/safety issues. Seaside Nursery looking to sell land-consider high density housing to hit state mandates. It is in unobtrusive area. Would require planning around entrance/exits/train tracks.
No more housing, especially high density that makes traffic & parking awful.
Biggest issue is the high-rise housing obstructing the views of current homeowners and businesses and changing the small time culture of Dana Point
Moderate income, senior housing,
More Multi-Family Workforce Housing is needed in Doheny Village.
Rent is too expensive.
I think the housing is fine the way it is. Improvements to existing neighborhoods like sidewalks, parkways, undergrounding utilities, etc would be great.
Avoid adding condos and apartments please.
No more housing please. No high rises either. Dana is not Huntington
Not sure
Responsible development, including housing. No comment on specific types of housing.
I don't know
I think housing is fine other than some of the less desirable housing behind circle K neighborhoods
I like the new apartment developments downtown. They're in a good locale and look very nice. Not sure we need anymore of that. I'm not thrilled about the old duplexes and sf rentals in the Lantern District but they're (more) affordable and I guess we need that too. Condos like the apartments Downtown would be good to attract a younger demographic who wants to buy but can't afford a \$1.7 mil starter home. Having just spent more than a year renovating the Lantern District cottage I bought in 2017, I really see how difficult & expensive the city makes doing any kind of renovation or home improvement. My contractor (and others) have said DP is one of the worst OC cities when it comes to permitting, codes and planning (worst meaning most restrictive, time consuming and expensive). Why are we making it hard for people to beautify their homes (and by extension, the whole city) which lifts everyone's property value??
I don't have enough information on current housing access and capacity rates to present an opinion.
No more rentals
I do not believe we should be adding more housing. That money should be put into parks (with native plants) and community programs, which will increase property values and community connectedness, thereby bringing more money into the city.
Top = the entirety of Dana Point's coastline is mapped with gated housing communities and they seem to be making the NIMBY rules for the majority of the citizens. No Dogs on beaches. No improvements to DHHS. No updated zoning on housing density.
We need to look at housing along the river channel and design improvements to the channel walls that encourage safe people and bike travel and connecting to the surrounding neighborhoods.
Doheny Park Road = our red-headed step child. Please scrape the entire 1970s box architecture and plan for something fitting to the vernacular of OUR seaside town. NOT saltbox architecture that comes from the East coast. Housing components can be integrated here as well.



Housing

Q7

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located? (Continued)

Online Questionnaire Responses:
Top issues are affordable housing, predatory real estate sellers and predatory real estate buyers. Outlaw investment bankers and large corporations from buying up property here. Cap home rentals. Reduce the price of homes to buy and homes to rent. Make commercial real estate more affordable.
Support apartments at old CUSD bus lot. More dense development in Doheny Village.
Yes, we need housing that teachers and nurses and firemen can afford. They should be integrated into future development, not segregated into one area. These residents make our community stronger.
Replace or revamp older houses/neighborhoods but do not build more housing in open spaces. Doheny Village needs major upgrade. Harbor area is already being revamped and Doheny Village is already dense, so no further action needed.
Definitely need more gentrification. There are still a lot of shabby rentals
Crime
The state's push to force higher densities in established single-family neighborhoods is not realistic, especially given high land values. ADUs often turn out to be niche luxury rentals. Our position should be to allow new growth where feasible and reasonable, like in Doheny Village
Cost





Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where.



Online Questionnaire Responses:
Doheny Park area
Lantern District needs more walkable areas and less cars
Monarch Bay Plaza should be considered for existing land uses and additional land uses including residential and hospitality.
The land use at the existing school bus yard bordering Victoria and Sepulveda ave. In Capo Beach. I get it, it's about the \$\$, under the guise, "it's for the children"! The school district wants to build a monster high rise rental unit for the \$ income. It would creates more people, more cars, more burden on the already burdened infrastructure, and worse yet, the burden on the quality of life for our community. Keep it a maintenance yard for the busses, open up part of it for boat and rv storage which we need for the community, A community pool, skate park, dog park, etc. Build a trade school for the children that live here so they might learn a valuable trade and actually make enough money to be able to live where they were raised. Yes, "it's for the children" they need a place to breath, they should be able to surf Doheny, not in human excrement - and me too!
Tear down the part of the harbor jetty next to the Ocean Institute to allow for Killer Dana to be a surf break again
More parks and recreation areas, more vacation rentals
Not enough neighborhood parks pocket parks
Yes, the housing that was built in downtown can be used.
I'm not sure but the parks should be preserved.
The harbor development plans are too much. Need to be scaled back
Current land uses are good, but need better car-free access to get between them
I don't know
The area near Costco needs a major clean up and revitalization. Every other entrance point in DP is gorgeous except this one.
Water treatment plant needs to move
Downtown is a mish-mosh of quaint stores and restaurants next to fast-food drive-through's and poorly conceived housing. This is unattractive other than to those who get their take-out food and leave. To attract people who will spend more time in the area and support local businesses, downtown must re-envision itself.
No
Fill the dirt areas in with business.
Updated stores in Capo
Doheny district...more dining and shopping
Free public Wi-Fi access
Don't know
Getting the Doheny Road redo going
The Doheny Village project is an excellent opportunity to encourage a efficient mix of land uses. An welcoming anchoring place where residents and visitors can live, work, shop, and play, but it will require a significant commitment from the city to provide bike and transit access so that it is seamlessly connected to the rest of town. The city should encourage existing locally owned businesses within and near the scope of Doheny Village to stay or help them relocate such that they can still serve their local customer base.
No



Land Use

Q8

Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
Capistrano Beach, industrial section, by post office...Smart and Final Center, needs complete overhaul. Industrial section needs to be refurbished to housing. Same on opposite side by Capo Beach Church. Apts are an eyesore; mobile home parks need to be eliminated. Condo refurbishment in old school bus site is not what is preferred by local residents. Should be detached SFR for young families; affordable; less than 2000 sf per dwelling.
Downtown park in Lantern District.
Homeless housing in Capo area
Find a place for a music venue or jazz club of some sorts either in Del Prado or the Harbor
Educational
Doheny Village could have one side as single-family homes. The other side closer to San Juan Creek could be reserved for hotels or upscale retail. Dana Point could use more organic grocers like as Mother's Market and cute stores for families such as Sprinkles Cupcakes.
Better shopping streets
No
Not that I can think of
Yes! More field space for youth sports.
No- leave it alone
No
Time for Doheny Village upgrade
Like it as it is...focus on greenery, beautify
This is too complex of a question for me to answer here! I will use the interactive map to add suggestions there.
Yes, where the School Bus Depot is, the land across from Chart House overlooking the Harbor. Renovate the ugly High School on Golden Lantern and Stonehill. Renovate shopping areas in so many of the little strip mall stores like where Casonova Italian Restaurant is.
I think there is a need for more cultural centers, museum/exhibit spaces. Likely in the Del Prado corridor.
Doheny Village is way underutilized. It makes no sense to have industrial and non-upscale uses so close to the Beach. Re-zone and revitalize the area and you will have the investment that will enrich the quality of life, infrastructure, and experience.
PCH/Ruby Lantern/Prado empty lot should be a park. The proposed Victoria Apartment development is too tall, dense, over-scaled, ugly design for our so-called beach community.
More dining options, less chain restaurants
There are some unsightly vacant lots, located along major roadways, that are very steep -- likely why they have not been developed (e.g. Soil slippage issues). Perhaps the City could purchase the land for use as a community garden or something similar.
The number of restaurants located on Del Prado is growing. These are located within a residential area. I think its important that consideration be given to the residents when it comes to noise (the hours the establishments are open, should not go past 11:00) all events are indoors past 7:00 pm. No outdoor live music. Where the trash receptacles are located and what time of day the receptacles are picked up - no earlier than 7:00a.m and only on a weekday. I hope you will consider



Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
There is so little undeveloped land that I do not see much opportunity to change the land uses. I am strongly opposed to high intensity development that is presented under the guise of providing economic benefits or low income housing.
No
No new development.
NO MORE HIGH RISE apartments in town!!! The new ones look ridiculous and are crowding our "small town atmosphere!!!"
Capo Beach along PCH needs a facelift similar to what is happening in the downtown business district.
Not really sure. I think it would be nice to have a park somewhere in the Del Prado street area like next to bonjour.
Having more flexibilities in the types of development in the main commercial areas of capo beach, and commercial centers throughout the city.
A high rise hotel in the harbor would not block views from properties on the cliff and would bring more tourists to Dana Point, to support restaurants and shops.
No specific ideas on this
Yes! Del Prado, PCH - the length of it though Dana Point - could benefit with a greater variety of dining and shop opportunities for residents and visitors alike. I am big fan of placing power lines underground. Finally, I wish the city would look at improving the walking experience for residents within the Lantern District (there are so few sidewalks) and when crossing PCH to access the harbor and Doheny beach.
Add a Whole Foods or specialty organic stores. Remove the liquor stores or stores that may attract delinquents such as the CBD shop near Whitestone. Add more coastal themed restaurants or culinary experiences. A luxury hotelier who would build a wave pool, surf museum or a public private partnership that highlights Dana Point's rich surf history or Richard Henry Dana's 2 Years Before the Mast. The area by the Doheny car wash and Big 5 near South Doheny/Capistrano Beach would be a fantastic place for a coastal themed shopping center or luxury themed residences with a barefoot walkable community to the beach.
The area between South Doheny Beach and North Beach, San Clemente is ripe for opportunity and revitalization, especially with North Beach being given a historic destination, the new venues opening up there, and plans for a boutique hotel. Similarly, the area called Doheny Village is way underutilized, especially considering its close proximity to Doheny Beach. There should be moves to attract upscale developers for the benefit of residents and tourists.
N/a
An entertainment venue located at the end of Victoria Blvd, the existing boat storage yard. An entertainment venue would help to revitalize the Village. Also, a tunnel under the railroad tracks for pedestrians and cycling access to the beach and harbor. This project could piggyback on future railroad expansion.
Capo beach is prime time for development. I like the freeway bowl apartment idea, that area would do well with redevelopment of a mixed-use area with retail on the bottom. Maybe some cobblestone pedestrian only streets with indoor/outdoor restaurants. It's a great area because there is not much vehicle traffic.



Q8

Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Land Use

Online Questionnaire Responses:
Consider rezoning some of the residential 3.5-7DU/AC to 7-14DU/AC and the 7-14 to 14-22. I think this can be done to parts of the Lantern District. The Doheny village will benefit from the new zoning update. Possibly expand zoning for higher density housing in the surrounding areas such as where the industrial business park zone is along the water outlet; could we evaluate lowering the parking requirements for developments, increasing bike parking (including electric bikes), and even assess current parking lots to repurpose? Could we require pervious paving for parking lot to better reduce water runoff? Could the ralphs on Golden Lantern parking lot be repurposed? Downsized? What about the land along PCH where Mcdonalds, Del Taco and Starbucks is? It seems so inefficient currently and that is prime real estate. It is one tiny building, surface parking, tiny building, surface parking etc until it reaches the area called "the row." Side note, I like how the row puts the parking on the top of the building (brilliant use of space!) The area on PCH and Del Obispo has so much potential become such a vibrant corner that introduces more commercial businesses and walkable/bike-able routes to Doheny state beach, the harbor, and up PCH
Luxury or boutique hotels in Doheny Village; single family housing in Doheny Village. Landmarks could include a surfer museum in the Doheny Village or water themed plazas. The empty lots on PCH can also be marketed for a luxury boutique hotel. Capo Beach also has the potential to be one of the nicest non-HOA communities in South Orange County. Encourage upscale single-family homes there and discourage sober living homes and other types of "use" that would discourage buyers.
No
Continue development on Del Prado.
Unsure
Certainly the harbor area. Other tbd.
The area where all the buses are by capo beach, that could be utilized better
Capo Beach is being destroyed by poor water management; opportunity to reimagine the coast and harbors for more community engagement.
No
Premium grocery store in the harbor such as Erewhon
Multi-Residential housing west and south of SR-1
Yes. I agree that the space that the post office currently occupies could be put to better use to benefit the community. Also, vacant buildings should be penalized. (ie. The ole hanson building at north DP between PCH and Del Prado sits on prime real-estate and has been vacant for years and is not well maintained... Used to be the UP-Kayak place?)
None...and leave the harbor alone!
No
No answer
Na
We really need a vibrant community center. This would help create a healthy lifestyle for citizens and a sense of community. The community center we have is very limited. We need a community pool. Also I was hoping that the previous plans for a artist village in Doheny Village would happen. I thought that was a great idea. The community really enjoys outdoor live music. If you could build a more permanent area for that and even combine that with a artist village that would be great! Would also help to bring in tourists.



Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
No comment
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. The impact of these future projects have not yet been felt by the community.
No. For example, no permanent construction on Sea Terrace Park Grounds. No further mixed use development.
No. Less development would be nice. More trees and natural places increase happiness and health.
Nothing comes to mind
Focus on making the harbor a destination for families with good food and retail. Right now we have very little options and all taste and sound the same- coastal kitchen, crafthouse, station craft??? What a joke, how about some Italian, Mexican, sushi no more Cali fusion nonsense
Remove industrial from Capo Beach and other residential areas. There should also be more open spaces and green belts for children and visitors to enjoy the outdoors.
I love the current mix
I don't know enough to say - I moved here only a few years ago from LA which was overcrowded so that is why I don't want a lot of housing.
Put more str's in commercial mixed use zoned areas
Fine as is
Trailer parks, parking lots
Any area that conforms to what is already in that area
We need to avoid developments like those 4-story residential-commercial monstrosities along PCH that block views, make the town look like developers paradise and are so out of character with the city's heritage. Dana Point must not be urbanized. More bike lanes and accessibility. More open areas in the town along PCH. Every square inch of land does not need a building.
More dining and retail downtown
Not familiar
Dining & shopping on empty Green Lantern lots
I think the current mix is fine.
Not overdeveloping the harbor
We should have two areas, town center and DHV. As harbor is county. If somehow we could drive revenue out of DHV, then we all win.
No more rental boxes downtown. They don't fit in! They're too Mediterranean and not nearly coastal as expected. Please mimic the Union bank in Del Prado for design approvals. We are a coastal town and not Newport coast. Please keep our charm!
I would be open to that
No
No
Interested in the electrical wires going underground
O
An entertainment venue is definitely needed to provide concerts, plays, cultural events, etc.
Possibly in Doheny area.



Land Use

Q8

Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
How about a park on the corner of ruby lantern and Pacific coast highway on that empty lot or a Parking structure. Better access from Cove road down to the Harbor. There are too many people riding bikes and walking along with cars. There should be a walking path and bike path along with the road. It would be nice to have an elevator or funicular going down to the Harbor either by cove road, heritage park or by the closed gazebo on Blue Lantern road and Santa Clara. Also something should be done with the gazebo that's closed either tear it down or fix it
Open parking lots for parking and civic events. CAPO beach, clothing shops
More accessible bike and walking trails.
Bury all power lines
Capo Beach needs some of the most sensitive thought
No
Idk
Camino de Estrella in Capo Beach should be rezoned residential and the side streets that abut should be converted to residential (preferred) or mixed use.
N/a
Entertainment
Capo Beach needs more dining and services.
Keeping a beach campground. Less fast food places or no more. Some restaurants on the island side of the marina. A movie theater in Dana Point toward the beach area.
No
Maybe would need additional information
As much open space as possible
No comment
Down by Doheny behind Carl's could have safe, affordable housing. The Lantern District is really turning out nice. But I tend not to go because I don't know where to park and cars get mad if you slow down to figure it out. I also don't feel safe out in Dana Point so I stay in the north part.
My last answer touched on this I believe, but I think there's a large need/want for more outdoor spaces that are family and dog friendly, such as outdoor food truck parks where food trucks rotate weekly. Or close down Del Prado every Thursday evening and have an outdoor flea market/food truck/local vendor/farmers market event every week like they do in downtown Palm Springs. And/or move the farmers market from Hennessey's parking lot to all of Del Prado every Saturday morning and make it much larger with some live music/entertainment. Take more advantage of our amazing outdoor spaces and gorgeous year round weather!! So much wasted opportunities in my personal opinion and it helps to create a better sense of community as well while also supporting local small businesses! So many spaces in the harbor that have been a total waste of space and views for so many years that can be made SO much better for all!



Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
?
I think we need more retail shopping
Remove and move inland the potential danger from the railways toxic train cars passing by on PCH. Replace w walking and biking path.
no opinion currently
Doheny village could be designed as a walking shopping, dining area.
Not sure
Highlight DP as the Birthplace of Spongebob Square Pants with the history and possibly a themed snack bar, and history center. Adults and kids will love it, (expecially special needs like my daughter who is 27) and we all love SpongeBob. It would create yet another reason to come visit D.P.. It belongs here more than any other place in the world! Location could be in Harbor area near Baby Beach is space available, or nearby.
It would be great to see the harbor restaurants getting reestablished sooner than later
the purposed Victoria Apartment is horrible. Finished the town down plan AND harbor and WAIT to see if community, biz, and environment can recover before anything else
"The creation of mixed use on Estrella with townhomes, condos fronting the major street Replacement of the mobile home parks in Doheny Village with townhomes and small unit apartments for young professionals Increased variety of businesses in Doheny Village in general: the shape of the neighborhood has great walkability"
I ONLY MOVED HERE 2 YRS. AGO SO NOT SURE.
Stop over-building the cliffs - i.e. hotels on the cliffs above harbor. Not enough roads to carry the people and changing weather will increase slides and damage. Don't build on the bluffs -- think Open Space like Crystal Cove area. Not every ocean view needs a restaurant or hotel.
Dana Point seems to be quite built up. Downtown Doheny could use a facelift with more interesting businesses
Doheny village and along coast highway
Unknown
Not sure.
no
No
no room left in Dana for anthing else
N/C
redevelop Camino de Estrella west of the 5. Make it a nice downtown area
At the corner of Doheny and PCH to start, Denny's is a blight and the signage at the corner next to Starbucks is pathetic.
No
Revamp our harbor area - we have an asset are we are not using it properly
Be careful in changing any zoning. We brought knowing what are the current zoning and accepted it. Big changes can create big problems. It is all experimental and we should not be the guinea bigs.



Land Use

Q8

Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Land Use

Online Questionnaire Responses:
Doheny Village needs all that are mentioned
Unknown
None
Dining and entertainment in Capo Beach
High rise housing too dense
On PCH more dining and shops
No
Dohney Village
On Camino de los Mares there are tons of underutilized business buildings- open a library, more cafes and places to hang out, reopen the hospital.
Preserve beach atmosphere
No
We are built out in all these areas. Let's upgrade what we have to make it cleaner and safer.
No we are fine the way we are
I don't have any ideas of where land use would help out
No. Stop building.
No comment
Mixed use should be encouraged around and within commercial areas.
I think the existing business areas could be better utilized.
N/A
I think the old bus yard with be a great outdoor dinning/shopping/hang area. A place for community members to gather. Teens to hang. Outdoor entertainment for the whole family. We own a home in capo beach and would love more places to ride our bikes, meet friends for dinner. I think a skate park for the kids would be great. Maybe a place for bike jumps. I'm excited for the revamping of shops that will happen across from Costco. And if we do have to build affordable housing in Dana point, maybe we shouldn't do that luxury dense apartments and make that the low income housing.
No
Not certain
Units converted to condos
More parks and open area, not more apartments. Too crowded
No
Coast Highway
Where is there land left? We are built out. If you can find a place for a city pool (lap lanes, etc, for adults) and some tennis courts, that would help.
Capo Beach more dinners
Preserve existing beaches and coastlines and natural areas
There is no other areas to build other than the land along the creek that is used as a truck/rv storage.
DP HARBOR



Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)

Online Questionnaire Responses:
Pedestrian commercial and community hubs with safe parking and public transport access and priority for residents use
None
Affordable housing near the Costco area
No more mixed use high rise please
Free-market principals will/should determine.
Yes the Victoria Boulevard Specific Plan needs to be reworked to DP's current development standards, without the proposed changes.
No
Capistrano Beach
No more massage parlors
In the Del Prado, PCH area there should be mixed use, including open park space.
Don't overbuild
"Flexible venues would allow more creative endeavors without limiting overall use. For example, some kind of amphitheater would be great for concerts and community theater. But construct it in such a way that when there aren't events it could be a pleasant space for picnics and play and enjoying the sun. Somewhere down against the cliffs could be ideal.
Smaller, more casual spaces too. Be it a small raised square or a gazebo in the round where local bands (even like high school garage groups) or local artists could set up for the day. These could be thoughtfully scattered about near enough to traffic to get attention but set aside enough to allow folks to comfortably linger."
I appreciate the balance of housing, retail, and industrial spaces that makes living here so convenient. I think there could be more in-fill along Del Prado to make a world class shopping & entertainment district with more residential units above. We should encourage more local retailers to make the shopping district unique.
Boutique hotel in the downtown. Expand the ocean institute with more exhibits and outdoor greenspace
no
I think we could improve the selection of shops and entertainment in the harbor, I also think we could improve the park at capo beach to make it more of a destination like Doheny
home goods store
More open space like ecology center. Stop developing every empty space
Not sure
PCH for mixed use housing
No
It appears all the current commercial areas are adequate. They could be enhances. More office uses could be located on second levels in the couplet area, no need for more restaurants. Special services, if conforming, could be in the Capo Beach area.
Dana Point needs more open land areas such as parks and greenways
Doheny Village would benefit by improved housing and dining opportunities.
N/A



Land Use

Q8

Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Land Use

Online Questionnaire Responses:
Limit additional multi-use, 3 story buildings to maintain the quiet beach atmosphere. Ensure sufficient on-site parking for businesses and apartments.
Doheny Village shopping center (Big-5) should be a mixed-use project with residential and commercial uses. Too many mobile homes there & those areas could be effectively redeveloped. School bus yard should become apartment community.
Yes please share some coast line with restaurants. Too much private residential locked up in expensive homes.
Redevelop the blighted Capo Beach town center
Replace parking and roads on the marina island with family friendly parks, trails, play equipment, restaurant, etc.
Capo beach
Lantern District: more residential to support local business, harbor area more residential and hotels and Capo Beach increasing density for residential and businesses
Pedestrian and bicycle mobility should be at the forefront along pacific coast highway and harbor areas
Not really
See previous answer.
no
more dining at Doheny State Beach, perhaps dining at south beach and more stable lease at main Doheny Beach lot with live music
more serious about hiking, biking trails
No
A train system throughout the city
The first thing that comes to my mind is how current open space is so regulated (headlands, parking around there). Open should simply just be open.
The need for a real sports park. There's a community center that is small and helps kids if they play baseball but there are no soccer fields, football fields, rugby fields. There is not a real sports park for the kids in our community and it's so desperately needed and was on the vision plan of dana point in the past.
Unknown off the top of my head, but I know there are several
A fully equipped aquarium at the Ocean Institute with admittance by reservation
None.
Removing the breakwater
corner of pch and del obispo. Both empty corners need to thrive vs. the empty lots that show now. Not a good look at all when you come into our town
I'm not sure but can we please get rid of OC Beads?? What an eyesore! Also I hate that when you get off the 5 and drive into town you immediately see a cluster of fast food restaurants and a run down strip shopping center. I would love that whole area between the 5 off ramp and Crystal Lantern St to be redeveloped and beautified. Maybe some green space like a small park?? (And I don't mean a playground). I would love that to be more of a natural urban feel.



Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
<p>It's all about size! Again, I feel because it is so small, we really don't need a strip mall in the center of town. I think the shopping center in town where the Ralph's is should be torn down and repurposed for additional shops/restaurants. We have another Ralph's, Albertson's, Smart and Final and Gelson's all within 5 minutes. Maybe we can do away with that Ralph's all together. Same with strip where Tutor and Spunky's is. Eye sore coming right into town - that's a beautiful location and could be better used. Post office should be moved to industrial area around Camino Capistrano or expand existing office in Capo beach.</p>
Del Prado
No
<p>"A mixed-use office/housing/retail could be placed both on Doheny Park Rd, and along the river channel - beginning from the nursery and down to the beach.</p> <p>Office use. That's a challenge. We're designing offices buildings in CA and TX, filling them is not good right now. However, looking at the 20-30 year plan, it would be BETTER if we could relocate DP's City Hall, to downtown - with a proper architectural design. And create a surrounding area of office space that's flexible for future-proofing.</p> <p>I'm hopeful that the 20-30 year behaviors might include: work from home spaces, work in downtown spaces that may be meeting spaces you register for with your mobile device. And that those businesses surrounding City Hall would have enough foot traffic for success. Currently the disconnect between downtown and city hall is just odd. Good business could come from a better connection with the downtown community and have a more elevated presence with citizens and tourists.</p> <p>Maybe we look at some of the finer details within our land use plans. Consider wider walk with room for restaurants to do more business on the walkways without disturbing foot traffic. Based on this concept, how might that type of behavior bleed into other types of occupancies? Meaning, would other retailers utilize this space? Or office occupants? Or do residents, living above mixed-use buildings have mini-parks in these wider walks?</p> <p>On that note, how do we introduce the greening of our city - in the new plans? I want to discourage hardscape solutions that intimidate cyclists and pedestrians.</p> <p>I'd also like to see that we create our own set of building regulations that require developers to build more sustainable buildings.</p> <p>I'm with LPA Design Studios, our entire portfolio is achieving a 75.8% reduction in energy use = reducing energy costs for building owners and reducing greenhouse gases. All at no extra cost to clients. To date, we're the most successful firm in the nation doing this at scale. I say this only to let you know, developers can't keep using costs as an excuse. And you need to make the rules for our future.</p> <p>BTW, the national average for energy reduction = 55.3%. AIA has asked the industry to get to net-zero by 2030. And to get to carbon neutral by 2050. You need to require this type of rigor to the building of our future Dana Point."</p>



Land Use

Q8

Are there areas in Dana Point that you believe would benefit from introducing new land uses different from those that are currently there? (e.g., housing, shopping, services, office, dining, entertainment, etc.) Please indicate where. (Continued)



Online Questionnaire Responses:
Yes, every neighborhood should have a space for a community garden that also has a pavilion for the neighborhood to meet and where that neighborhood can grow food and harvest food together to provide healthy food on an going basis for the community. This is very important to the health and welfare of families and children who are not getting the healthy food they need. People are lonely and no longer know how to connect due to cellphone culture and lock down this would bring people together on a local level. Everyone can contribute in a way that works for them with either money, tools or time. Food and meeting neighbors helps build culture and safety and connection. During harvest times the individual neighborhoods can gather with another to share the bounty of the harvests and extend the community reach. Very necessary for connection and community to be made but this will provide safety and health most of all, on multiple levels.
Definitely in Doheny Village, at city entrance off PCH and Del Obispo, and on Del Prado.
I don't think the issue is the zoning, it is the lack of continuity of the streetscape/development. Dana Point was once a "drive thru" experience on PCH. Development in the last 10 to 15 years is changing that, but there is still a ways to go.
Doheny Village can benefit from a facelift. There may be opportunity to build high end housing/ apartments in areas that are not actively used. Older businesses should update their facilities or relocate.
See #7
No
N/A
Near Capo Beach post office



Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced?



Online Questionnaire Responses:
N/a
More park activities for health and outside music and farmers markets.
...
The school district land bordering Victoria and Sepulveda Ave Capo Beach
Add an exercise circuit to Creekside park
To the town center/downtown area and to the harbor
Passive parks needed vacant lots??? Purchase ?
The bus depot can generate income by adding a rec. Center for the community
Maybe more events/markets
More activities like redo market
Youth sports need space in parks, and access to a pool for water safety classes. Dana Point is a coastal city with a long history of watermen and surf culture, yet kids do not have a city-sponsored location to learn basic water safety skills at an early age.
Updated parks- no more wood chips
Sea Terrace Park - bocci ball, lawn bowling. Maybe at DHHS or some of the underused parks.
Walking groups and coffee meet ups
We have the potential for a world-class beaches and recreational areas hiding in plain sight - and right next to the Harbor development. Doheny and Capistrano Beaches are completely mismanaged and decaying rapidly. Capo Beach now resembles a rusting war zone with one temporary ineffective and ugly band-aid after another in a feeble attempt to stave erosion. While erosion will always be challenge, there are in fact permanent solutions that have been used successfully elsewhere. With vision and commitment, the city can realize a one-of-a kind renovated Harbor plus adjacent world class beaches that would be an unbeatable combination to help make Dana Point to destination it deserves to be - and one that would enhance the lives of its residents.
Certainly not in a Lantern District parklet! You need to allow for ample parking in planning so people can safely walk and bike streets. More classes should be offered and there should be offerings in places other than the community center. A public tennis court would be nice.
Better access to strand beach
On the trails
More pickleball courts
N/a
I was thinking stage plays in the park put on by saddleback college or other acting guilds. Maybe heritage park
Better biking and walking trails from Beach Road to Doheny. Very popular area, but just a two lane road and parking lot to be shared with cars.
Bike paths. Enhance existing ones to provide a sense of security and build more to provide more routes. I would happily put up with more car traffic if it meant that myself and my family can safely and easily get around town on our bikes. This could also expand the opportunity to bike rental businesses and local food service along the bike routes.
Maybe consider turning part of Del Prado into a pedestrian only zone
Community Center needs more activities for young teens/middle school age, with transportation available via year round trolley service. One of the older condo complexes should be removed to allow for an aquatics facility.
Duffy boat rentals
Harbor
Smarter connections for hiking, walking, and biking lanes throughout the city.



Open Space and Conservation

Q9

Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Open Space and Conservation

Online Questionnaire Responses:
On the beach outdoor dance venue
A surf museum would fit with Dana Point's history. A wave pool would be fantastic. Sites alluding to Richard Henry Dana's Two Years Before the Mast or any other sites that are rooted in Dana Point's history and legacy will be enjoyed by residents and upscale tourists. Also, maybe sites that reference or promote Dana Point as the Whale Capital of the World.
Harbor
We have many passive and active opportunities already.
Improve the community center. See San Clemente as a goal and resource. Camps for kids, more classes, a large community pool would be great.
Bus storage site in Capo, new fields at RH Dana, redesigning Dana Crest park for a full field, perhaps other infill sites
There are plenty now
They are good as is
Keep oceans clean and accessible to all
Safe places to walk and ride bicycles, beach trail at strand
A large playground (no sand or bark) with a dozen swings in Sea Terrace Park would be great. Currently a huge area with nothing for children to do there except walk. (I love all of the other playgrounds throughout the city, but I live in Niguel Shores and my kids and I would enjoy being able to walk to a city park / playground.)
There are so many buildings that sit empty for major time of the year such as the buildings at the Harbor where the Yacht club is, that whole side of the Harbor has so much land that can be used to make it more usable for the community with recreational opportunities.
The harbor is a good spot if it ever gets going.
Add landmarks that commemorate Dana Point as a Whale Heritage Site and its rich surfing legacy. An example would be Zephyr and South Cove with Waterman's Plaza. Similar projects should appear throughout the city and particularly in underutilized areas such as Doheny Village.
Create more parks, plant more trees, create a botanical garden like Sherman Gardens. Let's become a designated Night Sky city and change all the newly installed hideous, offensive, blinding bright-white LED street lights that effectively obscure the stars & our night sky. We have the harbor, we're the whale/dolphin capitol, let's also encourage, respect & actually see our night sky
All along the coast and inland, more bike paths and hiking / walking trails
The City should work with the County to better manage the Harbor squirrels (leucistic & otherwise), as these cute little critters are a very popular tourist attraction -- especially for children. It's not always possible to see the whales or dolphins, but our local squirrels and sea lions tend to be very reliable...
It could be helpful to find a known gym franchise to set up a location in Dana Point.
Ensure safety and cleanliness of existing parks and recreational facilities. Control homeless, off-road use of e-bikes, and the like.
Keep existing public spaces. Expand trolley service to year round (at least on weekends)
Don't know
At the beaches!!! And the revamping of our city parks has been a great way to provide better recreational opportunities!!
The trail along San Juan Creek needs to be cleaned up and made safer.
I love all the street fairs and concerts. The trolley route really needs work. Why doesn't it run north-south on Del Prado and PCH as a short route?



Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Online Questionnaire Responses:
Looking for ways to improve and expand on existing facilities would be the easiest way (ex. Bathrooms at Pines Park which would increase functionality.)
Lovely walking opportunities in the harbor could be enhanced by planting more flowers along the pathways. Possible flower beds surrounding the Dana statue in the harbor so that it more colorful and cheerful.
We have adequate recreational opportunities
I love all of the walking paths and trails throughout Dana Point. There can always be more! Consider adding another pedestrian bridge or two to cross PCH in different areas. This can increase walkability of our city.
A surf museum or landmarks that highlight Dana Point's rich history.
Both sides of San Juan Creek. This would be a nice place for a walking trail directly to the beach. It could almost be like a Kaanapali Beach or Whalers Village in Maui with a pleasant walk from upscale hotels or stores to the beach. It could be accentuated by a themed walk such as cherry blossoms and be called something like "Cherry Blossom Trail". Regardless, a canopy of trees would A) block unsightly views of the railroad/noise, B) provide almost an oasis type feel as one walks to the beach, C) purifies the air.
N/a
Parks for adults and children. The use of the 1.1 acres on the CUSD property IS zoned Recreational. Better access from the Doheny Village to the beach and harbor.
Dana Point harbor is a great area for sportfishing. So many people drive past it to go to San Diego instead. Newport does well even with terrible parking. Once the parking structure is up, let the landing expand to where they can do fish processing on site it will drive business. Also, expand the docks for more 6 pack oriented fishing charters so the small independent guys can compete for business too.
I'm not sure how, but I feel it's hard to find places in Dana Point to just be without needing to be buying something at a restaurant. Salt Creek park and walking along the harbor is the closest thing I've found to it, weather permitting. I think the dog parks are good for that as well! Some cities just have a draw to them to just see. Maybe this is more art installation that are more interactive, murals to go see, shaded outdoor work areas for a summer read, upgraded library, etc
Revitalize Capo Beach and Poche Beach to make it more usable for residents and visitors.
*The harbor * the parks *the beaches
Na
More clear signage about ebike usage on trails. We're a small family of 3 and love the ease and convenience of using e-bikes but there's been a lot of drama around them lately and everyone has their own opinion of what's legal or not on an ebike.
TBD - I wish we could add more infrastructure including cafes etc in beach areas.
Doheny beach could be enhanced
Las Ramblas, Capo Beach, Headlands. Definitely the Headlands above the Harbor should not be closed as often as it is.
We should be a walking city always enhancing walkways without traffic and providing views when possible. Consider closing Del Prado to cars.
Heritage park
Dana Point, Dana Cove/Harbor
Buffered bike lanes would significantly improve DP and make it safer for pedestrians on the sidewalk while creating a more eco/friendly bike-able town for residents and tourists.
All is good as is
Harbor



Open Space and Conservation



Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Open Space and Conservation

Online Questionnaire Responses:
No idea
Create a skateboard park and e-bike areas separate from main streets and shopping Areas. Slow down the traffic
DP does a very nice job with recreation
I think if you could put all the traditional recreation facilities together that would be great! I go to Mission Viejo for their City facilities. I like that they have a nice gym and a pool. They offer many classes in the pool and in the gym. If you relocate the community center to a better area or keep it there and expand it (maybe relocate the baseball field) I think that would be great. The locals share all of our area with out of town guests. It would be wonderful if something was given back to the residents. I think a modern community center with free classes would be good for the community. In Mission Viejo they charge a small monthly fee (often healthcare plans cover it "think of silver sneakers") for their facilities. I don't like how San Clemente charges high fees for each class. A one time monthly charge would be better if residents had to be charged.
We rent and pay property taxes on a boat slip in Dana Point Harbor. It becomes more and more crowded each year. It looks as if the new development plan of the harbor will provide more hotels and restaurants, encouraging an increase in tourism and crowds. It is just sad.
I think the parks, such as Sea Terrace and Lantern Park are wonderful areas to offer passive and active recreational opportunities
Harbor area.
There are plenty.
Need more bike and walking trails. Walking from Del Obispo to Doheny is downright dangerous and it should not be.
There's the Pacific Ocean at our doorstep, need I say more
Additional walking spaces, green belts, and access bridges over or under the railroad to the beach.
We have beautiful parks. Let's keep them safe and the butterflies coming there...(loving the new initiative)
Don't know
Keep Sea Terrace park passive
No
More dog poop trash spots, trees planted along sidewalks, working crosswalks
Not sure
Along Del Obispo north of PCH
Pickleball courts at the parks
See my previous answer about anchorage and mooring areas opened up off Doheny Andy San Clemente
No feedback here
Good question. I think we're somewhat maxed out.
No opinion
Think we. Do plenty now. Our summer concerts, car shows, art shows, etc provide plenty. Also, since the county has our coastal zones, and a bigger budget, we should let the county offer that additional help.
Safe bike lanes are needed. Not a sliver of a 4 Lane road. Those are not safe.
Enhancing elevated ocean views
I think we have plenty of recreational opps for people in a very small space already.
I think an outdoor roller rink would be nice and make it on the corner of PCH and Del Obispo



Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Online Questionnaire Responses:
N/a
O
Additional public water activities should be added in the harbor or Doheny beach area.
Improved bike paths are a necessity.
We don't have very many pickleball courts and they are always being used and not available I believe there's only 1 or 2 by the senior center.
Author events, art shows, lectures
Improve bike lane safety and hiking access
Easier access to existing parks etc
N/a
Dana does a great job!
Lower Pines Park is the largest gorgeous view public land available in DP and it has been allowed to languish undeveloped and sliding slowly down the slope for years. This is a missed opportunity for an amazing public view park.
Don't know
Free parking
Along the River trail. Keeping the accessibility of the harbor open to all and not letting the county turn the harbor into a playground for the rich and tourists.
More senior free programs, classes, exercise, bridge lessons year around in the community. More entertainment in the parks for families. A sports park for teenagers.
There is already plenty to do in Dana Point. With the ocean and renovations of the Harbor and downtown it's enough already.
Maintain the harbor in conjunction with OC. Renovate parks as needed, require dedicated open space where possible, protect the headlands but allow reasonable access, look ag opportunities to upgrade or redesign existing facilities like Del Obispo
Safe bike trails maintained
Harbor development limited delays
The harbor should have all kinds of walking areas. Used to be able to bike/walk near ritz/ monarch beach along PCH or down by salt creek or strand beach, but it doesn't feel safe anymore with homeless and drug addicts. I don't even get out of my car in other parts of Dana Point, as it doesn't feel safe. No police presence. Too many people living in cars or vans or homeless that seem threatening.
All over! I have SO many ideas!
?
On the beach. Maybe volleyball nets
Safe walking and biking path along PCH in Capo Beach. Pedestrians & bikers have the challenge not to get hit by cars & E bikes going too fast.
Enlarge and modernize the library
The area schools should be available for residents to use for recreation.
We have many large parks in DP - I would like to see tennis courts and pickle ball courts added to some of them and maybe workout stations.
We need to keep the electric bikes and scooters OFF of the pedestrian walkways, so our residents are more willing to get out and walk. I have seen too many people get buzzed by electric bikes and scooters, and it scares would be walkers from getting out and walking.
Definitely need more bike friendly areas



Open Space and Conservation

Q9

Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Open Space and Conservation

Online Questionnaire Responses:
Bike routes added, skate park built, tennis/basketball courts replaced with pickle ball, promote more activities at parks not being used. Add concerts at Heritage Park. More activities at park near bible belt
More programming in city parks to encourage use and pride in use
The trail along the storm drain down to Doheny could be enhanced. It isn't the most beautiful of trails but it has a beautiful ending. I wonder if there could be a joint effort between sjc & DP?
The lazy river planned at Waldorf is a good idea. Dana Point has multiple passive and active recreational parks and areas -- I think we are good
Maybe capo beach
Na
Doheny State Beach; San Juan Creek corridor; Parks
Not sure
None
No
Harbor
Car parking for the large park behind the library
H
Along PCH, at the port
Love the concerts in the park
Along the river frontage
If financially feasible, any of the infill lots.
Doheny village
Near the old one-way areas which are land only with nothing on it.
Not sure
Open the parking area to the park behind Dana Point library also a parking structure on Del Prado
Preschool opps
Skateboard park, e bike park, and things in general for pre teens and teens to do.
Bike path from ocean to restaurants and shopping.
Expand/update the current recreation center and add a pool or aquatic center, provide city programs to teach sailing and other water sports/activities, provide greater access to our waterfront for all people allowing the option to rent city-owned paddle boards, kayaks, etc. At a reasonable fee.
Capo Beach and Doheny area.
Focus on ocean centered recreation, concerts
Safer areas to bike in the city
Love the music concerts etc we have. Let's get more of those. We can be known for boating, surfing and music. We have classical concerts too but I never see those advertised. We need to decide what we want the world to identify as "cool" here.
None we already have it all
The park in Capo Beach near Las Palmas should be gated to make a small dog run / dog park.
Clean up what is already here
Capo Beach where the basketball court previously lived. This area is challenged by erosion, but would be great to see what recreational enhancements could be suitable.
Allow vacant lots to be used for public parking.
I am happy with the current recreational opportunities.



Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Online Questionnaire Responses:
Making transiting from the Harbor area to Doheny Beach area on foot and bike will be a nice improvement
No. Need to have laws around minors and e-bikes.
I think there is so much opportunity down Doheny road. People that go camp at Doheny could ride their bikes over there and get food or go to eat or do some shopping and spend money in our community. The bike path goes up that way so people could ride their bikes from San Clemente to do some stuff over there. Rather than turning that all into dense housing, we should find a way to turn that into an area that would attract people.
Unknown
Bring infrastructure up to date, such as underground utility lines that detract from our views and pose hazards.
We do a good job with this
Open lots allow houses not multiple level apartment
Harbor
Capistrano beach
See my last response. Where is there land? Maybe put together an inventory and a list of possible uses and let residents match them.
In the Marina
Beaches
Not sure.
More parks
Along the coast
By the harbor
On Camino Cap. Near the Costco area
Anywhere you can put them. But park security is an issue
Sufficient 'opportunities' now, community center looking tired.
Perhaps in the Village, including Victoria Blvd.
Many of the bike lanes are un safe. Some areas have no bike lines. Improving bike lanes should be a priority especially with the rise in people using bicycles.
Dana Point harbor
Park concerts
Capo Beach, Doheny Village, around Del Prado and PCH where vacant land is unused.
Community center needs updating. Community swimming pool and more Pickleball courts
Not sure on this one, but things should be scattered around to allow convent walk-to access.
Capistrano beach along PCH could have more parking & better access.
Latern bay park should be configured to highlight the beautiful view, the area around the Dana Point shipyard can should be a pocket-park
None
See previous comment about capo beach. We could also invest in the path that connects SJ to Dana Point near the watershed and make it easier and more beautiful to commute between the two cities on bike
Not sure
Open space, parks, skate parks, local shops and restaurants no chains
Not sure
Entertainment at Doheny and outdoor entertainment
No suggestions



Open Space and Conservation

Q9

Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



Open Space and Conservation

Online Questionnaire Responses:
Right now there appears to be a great need for pickle courts. Walking trails along the San Juan Creek, access to the ocean via a well planned trail through Capo Beach would be a big asset. We need trails that are safe for walkers and bikers.
The city is building on the open land that could be used for open space
More neighborhood parks would be a major benefit.
The firepit at Ocean Ranch is a popular place to hang out and grab a coffee or food, but it's relatively small and limited seating. I feel like this space could be improved for people to socialize and hang out.
In the harbor or in already commercial areas, not neighborhoods
Focus on trails and pedestrian connections to the beach. Area below Pines Park should be improved for passive/active uses.
Anywhere there is an empty lot or strip mall made before 2000. Don't hesitate to go in land.
City control of public beaches and property along San Juan Creek
On the marina island
Open more public access by Doheny beach
Sea Terrace Community Park has lots of unused space
Dedicated bicycle infrastructure (Protected bicycle lanes)
We pay \$15 to launch a boat and there is no annual pass. It used to be \$10 and when the harbor renovation completes will likely head higher. Dana Point residents should not have to pay to launch their boats and kayaks for fishing or day excursions.
Big 5/Smart and Final center. Redesigned with outdoor space/park.
No
A larger community center with recreational opportunities such as pickle ball and basketball, roller hockey, or perhaps those amenities at other existing parks in Dana Point such as Heritage Park, etc.
Hills, by the ditch running into Doheny, more accessible everywhere -- how about something for free?
Add some pickleball courts in existing parks
Capo Beach (the actual beach) definitely needs to be enhanced. We need basketball courts again, and pickle/tennis courts.
More free access to the ocean
Sports Park at RH Dana Elementary or at Sea Terrace Park. Or work with the southwest water and power to build a sports park along side the desalination plant or work with whoever is building the new housing project where capo unified currently parks the buses. We need a sports park. Our families shouldn't have to drive to surrounding cities to play. We should have a place to play at in Dana Point.
Unsure
A beach area to run residents dogs and socialize
Sports field/park.
Surfing Killer Dana
Give the kids a skatepark to hang out at in Doheny. Promote safe sports like beach volleyball and skateboarding for young people. That is what young people want here.
See previous answer. Having a small park in the center of town would be wonderful. The whole Capo Beach area along PCH could certainly be enhanced with dining or shopping. It's the only part of our city where you can actually see the ocean when you're driving along. That's an underused and overlooked area.



Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced? (Continued)



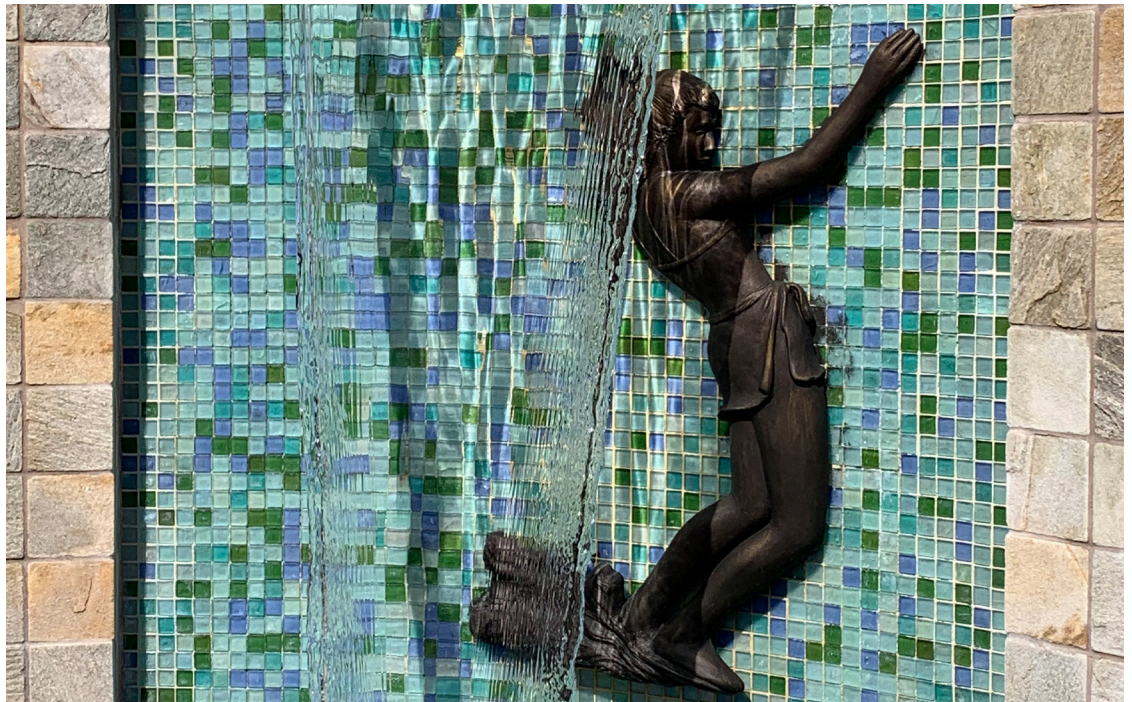
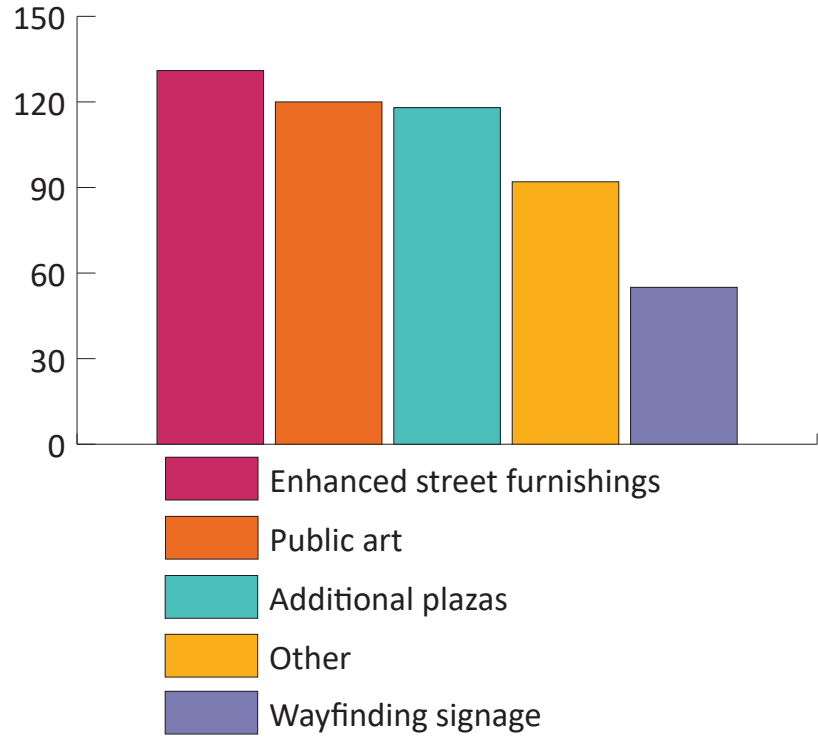
Online Questionnaire Responses:
Making Del Prado partially a pedestrian only street could open improve the walkability of the city. The most obvious and I think easiest thing to do would be to enhance the plaza where the farmers market is. That should be the center of town, filled with a variety of eating & dining options.
A lot of opportunity here! Would love to see more year-round active opportunities. The town's events are not incredibly varied. They all end up just featuring a lot of promotional advertising booths are really aren't that interesting particularly for kids. We stopped going to the whale festival because it's basically just a bunch of advertising booths with very little about the actual whales. We have so many unique things we could hone in on - whales, surfing, music, ocean - and we could offer events that advertise local businesses better. Pizza making with adoho, kids kayaking tours with Westwind, a day of music instruction with Dameons, dive days with Lost Winds.
Harbor
Nature trails along sidewalks, free community classes on regenerative & local plants (like the ecology center does) for our backyards, full sidewalks on both sides of Del Obispo with wide bike lanes. Make the city hall building 3 stories and rent out the bottom floor to small businesses like a coffee shop.
I would like to see more specialty paving and separation between cars and bike lanes - ideally with landscape.
Electric bikes are now part of the language of our cities. ((btw, please ticket these riders who disregard rules of the road - no night lights and riding erratically)) Making safer bikeways to a level that encourages families to feel they would let their children ride through DP. It would be great too if we produced a how to cycle safely in Dana Point. A card, something concierges and rental shops would give to visitors, to get them to play by the same rules. Maybe we ask the police and bike shop owners to offer safety riding classes. I've seen this work successfully in London.
Again every neighborhood should have a community garden, a plot of land designated for that community where initially a garden designer architects the garden design so it is productive and pretty. Competitions for the most beautiful and most bountiful gardens can be created.
The other issue is more enforcement is needed on the beaches where there are signs that say no dogs allowed. People ignore the signs and there are still a lot of dogs brought to the beach but I see no tickets or policing of this policy. Also, no dogs need to be at a restaurant or a store. Tell me why it is necessary for someone to bring their dog to Home Depot? I am not a dog hater. I have pets. But the dog allowances are over the top. Why this animal gets special consideration over all others I will never know.
The connection between Doheny Village and Doheny State Park.
The harbor development has great opportunity, but it is going so slowly...
Marketing campaign to highlight recreational facilities that already exists in the city for residents as well as visitors. When harbor area is updated, it will attract more visitors.
Harbor and parks
Along the beach
Expanded access to the headland trail
Na



Open Space and Conservation

Q10

What future enhancements to the public realm (e.g., sidewalks, public art, building design, and plazas) can support Dana Point as a unique and special place?





Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service)



Online Questionnaire Responses:
No
More classes at rec center
...
Having spent a fair amount of time living "off grid" in a desert environment, we understand the value of infrastructure that provides with minimum impact. Water, reclaim grey water, trap and store rain runoff, plant desert tolerant plants, etc. Electrical, keep promoting solar. Sewer, obviously before adding and promoting more people the sewer plant should be upgraded. Educational, trade schools as well as reading writing arithmetic. Policing, not a police state, but enough police to protect the people that actually live here. Arrest and be able to punish chronic law breakers. Backup programs to help the mentally ill. Keep promoting the arts, water activities, health, the overall health of our wonderful eclectic community. Keep it community, not a money making opportunity for outside investors who are not really the "stake holders" we who have lived, worked, and played here, are the real "stake holders" and the "children" will inherit our decisions!
No
We do awesome
Water co needs more oversight no one paying attention to their rate hikes and high pay for their employees. Need better cultural attention need trash cans and recycle cans at Doheny
Yes to many to type
Unsure
Improved schools and updated parks
The city needs a public pool
No
Nope
Water treatment plant on Del Obispo is a sore eye
The condition of Dana Point's public beaches, namely Doheny and Capistrano are becoming a regional joke which is unfortunate given their tremendous potential. Given the proximity of beaches in Laguna Beach and San Clemente, Dana Point is challenged to attract visitors who come to beach towns for the, well, beaches.
I would like to see a better sense of community starting with support of all the public schools.
Water pressure is very low
Water at Doheny from tap get a lot of us sick
Na
Need more charging stations for electric vehicles
Keep up the good work
The sewer plant by the baseball fields often smells, at least it did when my boys played there.
Already covered regarding housing approval process.
No
Enough with the Arts; let's focus on children, teens and young adult appeal/affordability/ to sustain our community preservation
Natural native Landscape to support monarch butterflies bees and birds preserve or create open space parks in Lantern District
No
N/a



Public Facilities



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service). (Continued)



Online Questionnaire Responses:
None
Please bury the power lines. Also, maintain high water quality for drinking and ocean activities. Please avoid at all costs, a homeless shelter or anything that would attract transients to our beautiful town; do not incentive poor behavior or cave to outside influences or activists who will only degrade our quality of life and the experience of paying tourists who support our local businesses.
No
N/a
That water is clean and kept
More fields
No just the horrible traffic noise from loud exhaust from cars and motorcycles
Bury all overhead wires
Time to get the Harbor upgraded. Its been sitting in deferred repair too long
Make sure we maintain them
I love the customer service and price structure of SCWD. SDGE and SoCal Gas are fine. My kids participate in educational and recreational offerings through the city and I'm so thankful for them! I love the quarterly (I think?) Magazine.
Yes, the Dana Hills High school is an issue. If I had kids I would not want them to be in such an old building probably full of asbestos and mold. All the annex buildings visible to all is a safety concern in this day and age with all the active shooter situations that have occurred. It is too easy to see into the school yard areas and those buildings are not safe.
No
Keep the water clean and clear public and private areas from vagrants, homeless, and unhoused. Burying the power lines would also be a good idea.
No
Making sure pollution doesn't reach our ocean (i.e., the latest sewage spill)
The City should obtain space in a dedicated separate building (e.g. Dolph Mansion) for the local Historical Society / Museum. There is a County Lifeguard building on PCH which the City could also potentially acquire -- with the Lifeguard office relocated to the Harbor (since the County controls that area anyway).
The utility wires need to be relocated under ground. If not already, this should be established with any new construction. Any commercial or residential developer establishing more than x number of units or sq feet should be enhancing the utilities and paying fees to enhance the neighboring school facilities.
Maintenance and administration of facilities and services are important. Need to maintain public facilities while minimizing bureaucracy and associated costs of city government. Contract out services where cost-effective (with competitive bids and proper project management).
None
Conserve water instead of it running off into the ocean.
Not at this time...
I am wondering if City Hall is large enough to handle our growing city. Other cities around us (i.e. Laguna Niguel and Mission Viejo) have used government funds to update their city halls.
Not enough knowledge



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service).
(Continued)



Online Questionnaire Responses:
City Hall is a non-descript office building and developing a true civic center with mixed uses would better serve residents, developers, and employees
Cultural facilities should offer exhibition opportunities for artists. Dance classes at the center on Del Obispo.
No concerns or ideas
I am very concerned about sewage spillage into the oceans from aging pipes and infrastructure; It happens too often. I think the City should have more streetlights (lovely low light - not the blaring ugly, bright, white lights) and we have so many unsightly power lines that I wish the City would prioritize that as an issue for its residents and seek to helped be part of the solution.
Improve ocean and tap water quality. Add educational information about surf history and maintaining ocean and riparian environments.
The power lines look unsightly. For a charming, modern coastal town they would do well to bury these lines. Ensure that walking trails and sidewalks are well maintained and free of debris. Transients have also been a problem up and down the coast. Within the city's power, public facilities should be closed after hours to reduce the probability of health and safety incidents.
N/a
Continuing the excellent public works maintenance that exists today. Better beach access for Doheny Village.
Existing underground electrical service is the last item due to the high utility service installation and upgrade costs to the residences and businesses.
Seem to be descent
Don't know much about this. I just think the library and community center could use some aesthetic upgrades
Add a surfer's museum; use recycled water to create greener and lush landscaping.
No
More electric car chargers
None
Not off hand
N.a.
Thank you for all the work to maintain and elevate the Community Center and baseball fields. Great for families. The water treatment plant is a little smelly from time to time, though.
No
No
Need to raise property taxes for properties within 1000ft of shoreline as costs of providing services/maintenance are much higher.
Local schools need more investment
None
Is street sweeping isn't reliable...
No
Electric poles and lines are very ugly and detract from beauty. True destination venues make it a priority to underground



Public Facilities



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service). (Continued)



Online Questionnaire Responses:
When I moved here in 1997 I relied upon the information that the City was going to underground utilities. If my memory serves me, at this point, the City was to pay half and SDGE was to pay the other half. I was told the City missed their deadline. So now the full costs are on the residents. With the drought and fire safety concerns, it is very important to have underground utilities in all of Dana Point.
None that the city can address. High electrical/gas costs are a state concern.
No
Not at this time
Yes. More development brings more maintenance and upkeep requirements. Over development has a steep price.
Power lines are just plain ugly and dangerous. There has got to be an option to bury them.
Yes we don't have the infrastructure to build more housing in California, we already have to ration everything as is- electricity, water. NO more apartments are needed and we don't need to become a Playa or Marina Del Rey. You've approved enough unnecessary apartments so STOP
Fire risks and blackouts could be substantially mitigated by undergrounding powerlines. Focus should be in residential areas like Capo Beach.
No
No
Utilities especially, cox cable. The city provides a monopoly and no free market choice. Rates are ridiculously out of control. Same with gas and electric.
Above ground electrical and telephone lines need to be moved below ground
Clean public bathrooms and parks. Regular lawn maintenance in park
Would like to see underground lines
More optical fiber network options, alternatives to Cox Communications. Public Wi-Fi throughout the downtown and harbor areas.
No
Modernize Dana by getting rid of all these ugly and dangerous overhead power lines
No
Underground electrical would be a huge improvement.
Bury electrical lines underground
Believe our staff and our leaders are doing a wonderful job. Luckily the misfits have taken a step back and we seem to be running on all cylinders
Yes! The power lines need to be buried as a matter of both aesthetics and public safety!
Aerial utility lines are unsightly and unsafe
Currently public utilities are asking for an increase in rates even while giving out credits. Don't think the city can do much about that but should try to support residents if possible. Hopefully a desalinization plant will help with water supply. Education--isn't that up to Capo District? Would be nice to have a local community theater. I formerly served on DP Coastal Arts and we tried to encourage a cultural center. We were promised such on the Headlands, then teased with one at PCH & Harbor. Will it ever happen?
I think all of Dana should be underground power lines and remove poles



**Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service).
(Continued)**



Online Questionnaire Responses:
I live on Chula Vista and I would like to see the electrical and utility wires placed underground. This has always been a wish, however, since the recent increase in winds, I'm concerned about the safety of my home and family as the wires are just above my house.
O
Improvements to schools and youth programs.
Improve sports parks.
It would be nice to have more underground utilities. I think all new buildings should be required to have underground utilities maybe they already do.
Tree trimming. Some private homes on Santa Clara have trees growing within electrical lines. Use DPWC public meetings.
No
Enhance historic elements of all part of the city
No
Idk but SDGE prices are out of control since January 2023 and Gas too
Power goes out in capo beach regularly. Overhead utility lines are unsightly. City needs to approach the ugliest neighborhoods and advocate for undergrounding. Start with Via California. Work with Caltrans to improve the ugliest freeway entrance in Orange County at Stonehill and 5 Freeway. Stop the desal plant - huge carbon footprint, toxic waste, disruption to state beach, huge debt load to ratepayers.
VERY important to put utilities underground
We need to get rid of the neighborhood eyesores that are power lines! They are dangerous and block beautifully views
The city could have more class offering for residents. Street sweeping in Capo Beach and street lights. More police patrols in Capo and Doheny village.
Electricity and gas are way too expensive for everyone. You should not be charged \$50 or more a month to give electricity to SDGE when you own the solar and then only get the options to pay slightly less for the electricity that you do use, that you generated with your own solar power.
Concerned about the old power poles in our city. Most are still standing, very few have been replaced in Dana Point & Capistrano Beach. At this point in time (2023!) Poles are very outdated; utilities need to be underground and should be included in the plan that updates and improves our City.
Must protect and maintain the city infrastructure including making emergency management a priority to help the community prepare
No
Underground utilities
Public works is great. Would be great to have a more involved recreation department that has more classes and camps. Check out what Newport, Laguna Niguel offer... Much more than Dana Point.
No
?
Keep it away from the residents
As stated above, invest in putting all poles and lines underground. I watch a crooked weaving pole & line in front of my house waiting for it to fall down. An eye sore for a town like Dana Point.



Public Facilities



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service). (Continued)



Public Facilities

Online Questionnaire Responses:
Yes, utilities need to be put underground for safety and beautification.
All utilities should be underground for aesthetics and safety.
We should have sustainable localized systems in place to reuse our water (not the desalination plant proposed).
No
It would be great to get electrical wiring underground in capo beach.
Need more cultural facilities, decorate statue(s) throughout city to create more awareness.
It would be nice to have some form of a public safety building in Capo Beach, even if it isn't a fully fledged substation.
The degradation of Hole In the Fence is decreasing the amount of public spaces usable.
Seems like DP does very well in this area. I am impressed by the maintenance of the public areas in our neighborhoods & streets.
Yes - Stand Beach walk and iron fence is not being repaired or maintained. The Funicular (elevator) at Salt Creek is always broken. The parking lot at Salt Creek/Stand is not patrolled -- trash, drug use, people living in parking lot and multi-million dollar homes and a lot of elderly walkers fighting against bikes and skate boards -- Security should be walking the boardwalk all day!!!!
Crowded conditions would definitely stress sewer, water and electrical service
Power lines are dangerous and unsightly
I'm concerned with overhead power lines and feel they should be underground. I'm also concerned about future water supply and the quality of that water.
Put electrical underground. No need to have dangerous and unsightly utility poles with electrical lines and cable above ground. When we moved to the City in 1993 there was a plan to do this, I think we need to revisit this. I personally have no obstruction of my beautiful panoramic ocean view at my house, but I do have a utility pole in the very back of my property. That pole did catch fire many years ago. My husband and I are retired LACOFD fire captains and prefer to have the utilities underground.
No
Electrical lines and phone lines are awful
Keep trees trimmed and under ground utilities to enhance views
Underground the telephone and electrical wires
Get those power lines underground please
Yes roads and parking lots are in need of paving
Put the electrical lines under ground
Maintenance of public spaces is below par
We must eliminate all above ground electrical and communications wiring thru out the City. It detracts from the beauty and creates a hazard, while increasing the number of outages. The cable companies particularly have made a mess of this with no standard of installation etc. This should be the first priority for our City.
Underground all utilities. See my last.
Keep clean water & keep taxes down.
None
City groups and clubs access to county facility in the Harbor, youth and group facility also an additional turning lane on Stonehill and Golden Lantern



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service).
(Continued)



Online Questionnaire Responses:
None
Yes, the utility poles are so ugly for this city. We need to spend the money to underground them.
Move neighborhood electricity line underground.
Underground power and utility lines, it's a safety concern and should have been addressed years ago. The schools operated in Dana Point are outdated and crusty, and do not reflect a growth and thriving city, and have become the very reason young families are deterred from moving here.
Undergrounding of utilities would be nice. Having sidewalks would help walkability in many areas (ex. Capo Beach).
All utilities should be underground
Power lines need to be underground for safety
Underground wires!! It's so ugly and seems unsafe to have multiple wires. Some of the ones near my house are dangling. I'm glad we will be building the desalination plant. We will be leaders in this kind of sustainability. Upgrade the community center and youth and group facility and encourage more classes and activities.
Continue to make sure we are a Christian community
I do not
Calif. Is running out of water stop building! Too much traffic in Dana Point . Turing into Huntington Beach now and not in a good way. Very sad
No comment
Provide incentives for people to line their sewers. Public pool and skate park would be great.
Under grounding power lines. Desalination plant
Gazebo by Dana Point inn is unsafe. Love this reopened. Unclear on Water supply purity - can there be more transparency? Thx!
I'd like to see our electric put underground. I'd like to see more low water or no water green space more native plants. Maybe education about that. I like the monarch butterfly activities that have been happening and would like to see more of that.
No
Again, place utility lines underground
Power lines that are old and dangerous
Electric and cable underground in the Lantern District
No
We need all the utilities underground
As noted previously, code enforcement is a joke. Put your strongest officers in the most non-conforming neighborhoods and hold them accountable for responding to complaints and getting unpermitted and non compliant conditions corrected. Staff is polite. They just don't follow through.
We have a good SCWD here plus our schools
Yes the electrical lines need to be underground!!!! For safety and property values
Not sure
Lots of problems with old sewer and water mains
Bury the lines and keep the water clean and test sewer for infectious diseases



Public Facilities



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service). (Continued)



Online Questionnaire Responses:
None
I'd like to see more restrictive development along PCH, specifically in the southern end. Driving North on PCH as you enter the city, the development is not beautiful. It should be. Also, pls no more fast food establishments. Along PCH near The Plaza, the new housing is too tall, too high. Unattractive.
Need underground utilities that won't bankrupt residents
Too broad of a question
No
Power lines need to be underground throughout the city. They are unsightly and dangerous.
Utility poles should be replaced with underground utilities wherever possible. More competition for internet services.
All those horrible lines should have been put under the ground. They age the city and look bad.
Yes, mostly related to water supply. Desalination may help if completed.
Put power lines underground
I think full ongoing maintenance and regular refurbishment MUST be accounted for. Nice can go shabby real quick. Let's take a Disney approach.
Also, while homeless don't appear to be an enormous problem, they must be accounted for too. Places like Balboa Park in San Diego have lost a great deal of desirability by not effectively addressing it. Whether it's alternative out of the way spaces or monitoring I don't know as this isn't something I know much about.
It would be great if our police force was more embedded in the community. Usage of foot patrols, electric carts, even horses would allow more positive and natural interaction. And while contracting with county sheriff is a smart use of existing resources, having officers or deputies that live here (like in eras gone by) develops a level of knowledge and care that enhances effectiveness.
We need to get the electrical lines underground. They are a safety concern with the increasingly intense storms and climate change, and they are also an eyesore.
All public facilities should be architected to be welcoming and reflective of progressive design rather than pure utilitarian aesthetics
Undergrounding of wires. Need to allow more than just cox to be the local service provider, they are terrible and internet is unstable.
Yes, I am deeply concerned about the power lines in my neighborhood. They are a major safety risk, especially with increasingly extreme weather events. They should be placed underground. (Dana Knolls neighborhood) bonus: it would also improve to the view and property values
Utility poles and wires are unsightly and unsafe. They make the city look dumphy. Pay to put them underground.
Concerned that additional residential areas will increase drought and traffic pollution
Electric lines need to be underground for this town safety
More funding towards parks and fields for community use
Need to underground wires. In recent storms the high winds were swaying lines close to homes. Above line poles were recently added, but a downed line from high winds hitting a house or laying in street is dangerous.



**Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service).
(Continued)**



Online Questionnaire Responses:
It would be wonderful to have an excellent community cultural center for a variety of events.
Take down and bury the power lines in neighborhoods for their safety. As a resident we don't feel heard.
The Lantern District and other neighborhoods in Dana Point are currently blighted by a sprawl of overhead utility lines. The city should start a program to begin undergrounding those lines. This would reduce hazards associated with those lines, improve reliability of service and enhance aesthetics.
No
Current city management seems well run
Undergrounding utilities in the Lantern Village.
No
Dana Hills HS needs to be remodeled, too many empty lots downtown that have been there for decades
No
More utility lines underground
No
SDGE electricity costs are a drain on resident's financial resources. We should find ways to generate our own electricity and leave that mess.
Utilities should be undergrounded.
Love that we are creating a desalination plant in DP!
No
No
Senior center and the walking ditch are an embarrassment
Schools need to be refurbished.
Expanding the trolley system even more would be a good start.
Electric, water and sewer all need upgrades
N/a
Bury all transmission lines
No
None.
I don't know
The power lines need to come down! Priority #1. If we bring them down we differentiate ourselves from Laguna and San Clemente. Also more street lights on lantern streets like Blue Lantern
The overhead power lines in the Lantern District are such an eyesore. I know burying them is an extremely costly proposition but it should be seriously considered.
There seems to be an abundance of issues with pinhole leaks, slab leaks, sewage line cracks from tree roots - at great expense to homeowners. This problem needs to be assessed and addressed. I love the idea of expanding on this idea of Dana Point becoming a music center of SoCal.
No
I would love for the electrical wires to be moved underground.



Public Facilities



Do you have any ideas/concerns about the maintenance and administration of public facilities and public services? (e.g., civic, educational, and cultural facilities; and utilities such as electrical, water supply, and sewer service). (Continued)



Public Facilities

Online Questionnaire Responses:
Police: would love to see our local cops back on (e)bikes - so they have more interaction with citizens, in a friendly manner. Build a better presence. And, if we could get a set group of officers, vs new ones every 6-months, so they could get to know us - and we them.
I know we've done some Herculean efforts on DP's water supply. I'd like to find ways to elevate public awareness of great sustainability moves we've made - or will be doing - by way signage or plaques. I want there to be moments filled with pride, our city is doing the right thing.
I would also like to see wayfinding signage that identifies walking distances and biking distances - in terms of time it takes, not measured distances. They do this in London, and it's quite effective. To walk to Charring Cross Station = 3-minutes. Etc.
Yes. Very concerned about the price of gas, electricity and Wi-Fi. Dana Point should look at making Wi-Fi a utility to keep costs regulated. Electricity costs are insane. Why is the city allowing these costs to run rampant?
Underground electrical lines. Active support of the SCWD Desal Plant!
No
Actively solicit/recruit residents to participate in civic affairs. More events to celebrate the city.
Must try and underground utilities
Crime, homelessness, more solar
Would be nice to see Strand Beach funicular operating frequently (not sure if County or City); encourage undergrounding utilities and beautifying infrastructure where feasible and in City's control; would be great to capture more local rain runoff; would also be great if alternate internet providers could invest in the local fiber network and break Cox's monopoly
No



Are there places where you have ideas/concerns regarding noise generated from land uses or activities?



Online Questionnaire Responses:
No
Better walking and biking areas.
No.
Short term rentals promote out of town investors buying house just to rent and flip. Partying and parking in neighborhoods already stressed from not enough parking. Responsible renting compatible with the neighborhood maybe ok.
No
Noise and light from high school and downtown can be an issue, but are normal issues.
Fwy noise on sat. From car show at outlets in SC out of control from speeding motorcycles and loud vehicles
Yes the beach areas have been turned into a party Havasu atmosphere instead of surfing and water sports
Ohana is so loud.
No
No
No
No
No
Not really. Perhaps not practical, but if the city has opportunity to work with Caltrans, there can be improvements to blocking (Hwy 5) freeway noise in certain areas.
No
No
No
No
No
Not really
No
Noise from larger boats in Harbor. The new distribution of slip sizes encourages larger boats. Education and enforcement of noise controls should come along with this update to the harbor.
No
Just the industrial section by the Capo Beach post office...eyesore
No
No
No
PCH only electric goes free; otherwise, noise toll for combustion cars
For concerts, please provide adequate parking and ensure they end at times that will limit the chance of conflicts. If conflicts arose, the number of concerts should be limited.
No
Traffic, Traffic and more Traffic.
No
No
Yes PCH and Niguel Rd have become drag strips with loud cars and seemingly no enforcement
Big hotel fireworks-BAN ALL FIREWORKS
No
No



Noise

Q12

Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)



Online Questionnaire Responses:
I live near Sea Terrace park and some of my neighbors complain about the pedestrians and their parked cars on Niguel and Stonehill, but it doesn't bother me at all. "The more the merrier!" when it comes to socializing and community events.
I as a homeowner here do not want to here loud street noise and usually it comes from vehicles that are racing down Golden Lantern at high speeds. It is concerning how many people try to cross the streets on Golden Lantern near Plaza not using cross walks.
No
Railroad in South Dana Point is unsightly can be loud. Take steps to mitigate this factor. Also, remove industrial type facilities near the coast.
Don't know
No
No.
Del Prado, see prior comments
No immediate concerns.
None
Streets near DHHS have become concierge parking since the police will not come out and ticket those who don't live here or enforce that cars need to be parked within 100 ft of the home that is on the parking passes they use/buy from others.
High rise apartments and condos will cause more noise, traffic, and crowding--all NOT GOOD!!!
No
I am concerned about street noise.
No
Not at this time
No major current issues
We need to limit noise and nuisances in neighborhoods
When I first moved to DP, there was a grant program offered to businesses to update and modernize their store fronts - I would like to see more of that. We some rundown shopping centers that look really run down and dated - Can we incentivize property owners to make updates? Also, landscaping and hillside maintenance (like the hill on the SE and SW corner of Selva/Stonehill). Perhaps this can be turned into a public space or at least cut down and landscaped to act as a fire break
E-bikes have nearly hit tourists and caused accidents. Too many bike lanes and the unhoused use it for easy access to communities. Bus stop benches also seem to be a popular place for the unhoused and they sometimes have been rude or intimidating to tourists and residents. Perhaps, these bus stop benches should be removed such as in other cities that have to deal with the unhoused/transients/vagrants.
Minimize the frequency of public concerts. They often go late and can sometimes draw a rowdier or rougher crowd. This could lead to an incident and tarnish the reputation of the city (e.g. Huntington Beach and the mayhem at the Vans event). In the long term, Dana Point and residents may prefer attracting a quieter and more respectful tourist.
No
Yes, the proposed massive Victoria Blvd. Apartment Project. The under-proposed 700 daily vehicles traveling up/down Victoria, Sepulveda, Domingo, and Camino Capistrano will cause a huge noise problem. It will also generate considerable traffic delays, pollution, and a considerable hardship impact on the Community.
Not at this time
No complaints here. I kinda enjoy hearing the sea lions from my house



Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)



Online Questionnaire Responses:
Railroad and vehicle noise. Plant more trees or add noise walls or other forms of noise mitigation. Strictly enforce noise violations from STR and create more realistic means of reporting violations (often parties are broken up and noise is reduced before a citation can be issued - and they continue to repeat the same behavior). Incidents from sober living homes should also be tracked in case the City can take more aggressive steps to shut a troublesome one down.
Notice of Hotels outdoor entertainment
Na
None
Noise is a largely underestimated problem. Street noise being the biggest culprit. Stricter enforcement e.g. on PCH will be needed.
No
No
Yes, the barking sea lions...just kidding, i love it.
Speed bumps on Santa Clara
More noise absorbing/attenuating barriers for marina, shipyard, and wharf
My only complaint is that living near businesses we hear truck deliveries. (Sometimes the Dana Point nursery has a plant delivery at 2am. The truck backs up and "beeps" and the tailgate is very noisy. Would be great if that could change but it has been that way for 20+ years). Not sure how to solve that???
Major streets
No
No
Motorcycles and defective mufflers
PCH is frequently a racetrack
Why all the utility vehicles/construction paraphernalia on I-5 southbound exit to PCH?
Why has the Blue Lantern gazebo become an eyesore
Some California Cities limit the days that leaf blowers can be used. I wish that Dana Point would either ban them (so bad for the environment and for peoples health) or limit them to a minimum amount of days per week.
I have heard from friends that the vacation rentals and drug houses have caused disruptions in many peaceful neighborhoods.
Traffic along PCH is too fast and too noisy.
Continue to monitor large gatherings in public places or hotel properties for time of day and overall noise generated-in consideration of our residential neighborhoods.
Yes. The traffic on Golden Lantern near the high school and Del Avion between Del Obispo and Crown Valley creates a lot of noise late into the night. Cars racing up and down these streets
Freeway is loud but not sure that is fixable until we get off gas combustion cars.
No
Industrial should not be near residential areas. Roads should be widened and enhanced. Trees in the medium would be nice perhaps with recycled water. Dana Point should have landscaping with a tropical theme or pine trees where appropriate like near residential around the parks.
No
No
Street parking on NIGUEL road and noise level from shopping center
No



Noise

Q12

Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)



Online Questionnaire Responses:
N/a
Fast drivers on Malaga & other streets
Be sure there are good options for Concerts In The Park and other performance events that are inherently noisy.
No
No
Powered hang gliders flying low to the beach are too noisy.
How to control the speedways of Stonehill, Golden Lantern is anybody's guess.
Harbor concerts and noise can be heard a mile away
We have to drive revenue, as we a tourist town. For those who complain, Laguna Niguel is next store. We need to promote more festivals (bring back blues fest), like we currently do.
PCH is LOUD! Too many speeding motorcyclists all weekend long. It interferes with our right of quiet enjoyment
PCH traffic can be obnoxiously loud - perhaps implementing/ enforcing noise pollution controls would be helpful
We are fortunate to live in a quiet part of a quiet community, but can hear the increased traffic noises, the louder loud speakers at functions at the high school, The Waldorf, Ritz and even Doheny.
No
No
Too many cars going up crystal lantern to St Edwards church and school. Open up Copper Lantern to a two way street again to defray the flow of cars.
No
It would be good to have a curfew on bars and restaurants on Del Prado and PCH because they are close to Santa Clara and residential neighborhoods
No
Enforcement of noise ordinance on PCH
Not here
No
Idk
Yes. Very loud traffic. City does not enforce speeding or noise laws. PCH is horrible.
N/a
No
No
Gardening blowers and construction noise should not start until 8AM and never on major holidays such as Christmas Day.
No
Not currently and we live near the harbor and Doheny
Traffic sounds on selva and PCH
No
Understandably construction is going on in the Lantern District, but the number of homeless and people living in vans at strand beach and capo beach makes those areas bad for tourism and locals.



Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)



Online Questionnaire Responses:
Yes - too many high density apartments will add way too much chaos as it has already started to do - I live in Prado west - I KNOW very well what its been like to live here!
No
No
Passing cargo trains with potential harmful toxins passing by in the middle of the night.
No
No
Short term rentals are notoriously noisy. Overly loud car and motorbike engines racing the streets are not ticketed. Camp Pendleton produces a lot of noise and occasionally shakes my home!
Loud vehicles need to be ticketed, including motorcycles. Same with fireworks that individuals keep setting off for days after a holiday, creating fire risk, scaring animals, and keeping others awake.
No
The NOISE from Harbor development is killing ocean life. I hear daily construction noise. Rhe cable lines in lantern village need to be completed
Dana Point in general is a very quiet town. Concentration of late night noise should be encouraged to allow it but control its spread.
Not yet
Massive fireworks multiple times a year -- make all fireworks illegal - let the hotels host light shows that are silent. Get the Sheriff to do their job and police the loud expensive cars racing on PCH and Niguel. Loud and dangerous
Too many short term rentals
Electric bikes overrunning parks and sidewalks.
Don't know that you can do anything about the trains blowing their horn or Pendleton conducting artillery exercises? How about ticketing excessive vehicle noise.
Cant say that I do, we live on La Primavera in a very quiet area.
No
No
No
N/c
No
Traffic moves to quickly on PCH need to be enforced to 25 MPH
No
None
There is a mechanical hum that can be heard late at night in the Capistrano Beach area. Not sure where it is coming from. Sounds like a very large electric motor. It is steady and constant.
No
Keep noise events separate from communities.
No
No
No
Ebikes jumping the hills and riding on the grass at the parks



Noise

Q12

Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)



Noise

Online Questionnaire Responses:
No
None.
Not especially
Better traffic routing during events
No
Police should enforce 10pm noise abatement in neighborhoods. I have a neighboring house where the sheriff has come multiple times for years and tells them to be quiet... But it happens again in a couple of days. The biggest problem with outside parties after hours of course is in the summer. We need more sheriffs driving around at night and enforcement. Seems like there are no consequences.
No
No
Dana Hills High School impacts my neighborhood all the time. Nightly. Weekends. And a lot of it is not even from high school activities. School rents out facilities.
Noise from freeway and busy highways. Noise from local fire stations.
Loud vehicles on residential streets needs to be stopped. Increase ticketing for traffic violators.
PCH can be loud when dining at restaurants on that street. Otherwise, no complaints
N/a
No I can hear the music from concerts at Doheny from my house and I think it's great!
No
No
No
Too many apartments with too many people.
No
Loud Exhausts on public streets
Probably not much you can do, but the freeway noise through capo beach is a bit loud. The overpasses at Estrella and Via California are like amplifiers. Baffles maybe?
Not much u can do with the noice on PCH RAV up their engine
Train horn
Not sure
Loud vehicles on PCH
PCH is too narrow, noisy and dangerous
None
No
Stop the illegal fireworks at all hours of the night
Very concerned - no double train track along Capistrano Beach - noise, danger, soot, loss of peace for people on the beach. Loss of visiting birds.
The proposed VBSP noise level + traffic congestion is unacceptable.
No
Loud exhaust vehicles need to be cited. PCH is the worst for this.
No
There is concern about how much noise the desal. Plant might make.
Strs add noise



Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)



Online Questionnaire Responses:
Not really. We live in the Lantern District and the only major safety and sound concerns we have are the guys who drive without mufflers and their high speed acceleration. Its disruptive and dangerous and degrades our reputation.
I have not experienced any major noise issues
No concerns
Need to allow all streets in Lantern District to install speed bumps. Many people use our streets to cut through to PCH from Selva and Golden Lantern, they speed down our small streets where children play, revving their loud cars with no mufflers.
Not that I can think of
Not sure
No
No
None
No
Thankfully my residential area is quiet except for Dana Hills High School activities and that is not viewed as a problem.
Noise is not an issue. But burying the power lines is a safety issue.
Traffic noise on PCH and Golden Lantern is a major detriment to the quality of life in Dana Point. Enforcement of the noise ordinance should be significantly beefed up.
No
Concerned about auto/truck/motorcycle noise on PCH; control of drones and paragliders flown over private residences should be managed
No
No
None
No
Noise citation for loud vehicles
No
No
Traffic is getting out of hand which generates a lot of unwelcome noise pollution at all hours of the night.
Mostly concerned about the dramatic increase in crime and the constant police sirens. It used to be very unusual. If we need to pay for more police presence-worth it. The bad element needs to know we do not tolerate harm to our city.
No
No, I live less than a mile from Doheny Beach and the harbor and love the noises, no issues
No
No
No
Purposeful backfiring of cars. Loud mufflers and loud motorcycles aren't cool. There's been a proliferation of this lately here in town.
Worried about the harbor
No
Not personally



Q12

Are there places where you have ideas/concerns regarding noise generated from land uses or activities? (Continued)

Online Questionnaire Responses:
No.
Boats are too noisy and leak oil
No, I don't believe noise is an issue here in our town
No. I've never been concerned about noise here. Even on my Lantern District street only two blocks up from PCH it's extremely quiet.
No but I live in Sea Canyon
No
N/a
None at this time
Yes, the PCH in front of The Strand beach is like a drag race starting point. This mostly due to motor cycles. Most motor cycles are loud and cause a great deal of noise pollution. Motorcycles are dangerous alone but are also dangerous to other drivers. Motor cycle use on the roads should be reduced.
Bicycle use should be encouraged and subsidized by the city to help contribute to less car pollution and a healthier lifestyle.
The ferry prices to the island should also be subsidized to keep the costs low.
Also, if waitresses and waiters are now getting salaries or higher hourly wages, making the cost of the meal rise, then tipping should no longer be an unspoken requirement. Tipping should be banned where restaurants pay more than \$18 an hour for employees.
Wish Doheny Jazz Festival was back at Doheny!
The noise on PCH can get really bad. Laguna Beach put in noise monitors, and I understand they can ticket loud cars/motorcycles by using license plate readers. Limiting the noise here would be a huge improvement, particularly in the summer when we have our windows open.
No
Mainly loud mufflers
More traffic makes ocean harder to hear
N/a
No



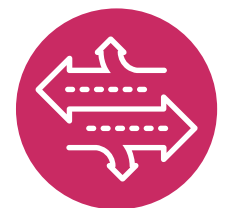
Noise



Which streets need improvements to enhance walking, bicycling, and/or improving safety?



Online Questionnaire Responses:
N/a
PCH and Camino Capistrano
...
Probably most of them, once again, there are too many people using outdated infrastructure. Instead of promoting and adding more people, catchup with the people that are already here!!!!!!
Bicycling, all of them
Lower salt creek beach needs to be repaved (asphalt is all worn out and dangerous) - get with county to fix
Not sure
Coast hwy needs a developed bike lane
Stop the overnight parking restriction on Del Obispo, at least on weekends. Sometimes there is no parking near my home during the summer so I can't leave my house in my car.
Stonehill
Not necessarily an improvement but better enforcement or education on bike lanes and e-bikes
Golden Lantern with the high school and the e-bikes
Mandatory training of E Bikes for both adults and kids.
PCH
PCH
Camino Capistrano. It is filled with bikers forced into the street by parked cars and cars backing out of driveways. It is dangerous for children.
Going down to the harbor on Golden Lantern
Camino Capistrano massive potholes also the jetty at Doheny need a slot to pull in to look at waves so people don't block the lane
Capo Beach neighborhoods lack sidewalks especially near sunset park
N/a
Don't know
The road by Doheny Campground from Beach Road to Doheny
Golden Lantern: PCH to Camino Del Avion (high school and shopping access).
Stonehill: along the whole length, but especially from Niguel Rd to Del Obispo (high school and library access).
Path through Doheny state beach parking lot from Campground to where it comes out on PCH at Palisades Drive: neglected maintenance and clear markings/signage create a impediment here encouraging folks to bike between Dana Point and San Clemente.
San Juan creek trail: Crossover at Stonehill. Signage and widening of bike area here could help a lot with crossing between the trails on either side of San Juan creek.
Cove Rd: Pedestrians and bikes are using this road despite it being hazardously narrow
Turning Del Prado into pedestrian only zone?
All area around Fire Station #29/Capo Beach Calvery, industrial section across the street by Capo Post Office, entrance to Doheny Campground needs a total overhaul; buildings on corner to replace old Villa restaurant, older condos on Del Obispo by Community Center, Albertsons shopping center...all need facelift.
Improve biking safety wherever possible
Capo
Golden Lantern needs better bike lane connection all the way down.
Not sure



Circulation

Q13

Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



Circulation

Online Questionnaire Responses:
If the Toll Brothers project is approved or any other high-density projects, please add additional lanes (and parking spaces) and plan for increased traffic. Planning ahead will go a long way to avoiding problems before they start. Also, common sense approaches instead of naively relying on lofty (best case scenarios) will not work. For areas that are expected to have more density, please pre-emptively add more lanes and take steps to improve traffic flow.
Malaga drive stop signs
I am not sure.
Del Obispo
Trees need to be trimmed more near light at Camino Del Avion and Bear Brand Rd so that cars coming down hill can see light from a further distance away
Enforce the loud exhaust ordinances on PCH and Niguel Rd
Chula vista-bury the wires
Doheny Village access to the Ocean
Coast highway can be hazardous, continue Strand beach trail, replenishment of beaches
Stonehill - bike lane on the south side (heading toward the 5 freeway)
Golden Lantern from Stonehill down to PCH, so many of these sidewalks and street corners are in bad shape and not safe for disabled people in wheelchairs.
PCH needs a bike lane.
Better pedestrian access to the beach and a beautified walking trail connecting Doheny Village to the beach.
Change bright white LED streetlights with softer, soft white ones, add light shields to minimize scattered light. Make walking at night a pleasure instead of a painful, blinding experience
PCH
N/a.
Old Golden Lantern, Santa Clara, El Camino Capo, have numerous overnight car campers. Same cars, multiple nights
Pedestrian access to Cove Rd.
None
Don't know
Near our parks and beaches...
All the streets and trails around me do not need improvement. I wish there were laws however to keep bicyclists in the bike lanes and not on the sidewalks.
Let's figure out how to bike from Dana Point to Capp beach safely.
Capo beach around pines park could use sidewalks
Flowers and decorative shrubs in front of shops, cafes and restaurants on PCH would slow down traffic and encourage more foot traffic
No concerns
Central DP and the Lantern District could use more side walks and lighting. Calle La Primavera needs some cross walks (as the school creates a lot of traffic and the traffic does not stop for pedestrians). Also crossing PCH from the Lantern District is neither pretty nor does it feel safe with the amount of and speed of traffic. This could be improved - eg. A pedestrian bridge(s).
A ban on e-bikes would dramatically improve the pedestrian experience. Reducing the bike lanes or constructing them in a way that they are not in the way of pedestrians or traditional vehicular travel would go a long way to improving safety. Also, a more robust way to prioritize the health and safety of residents and protecting paying tourists and tax-paying residents over unhoused/vagrants would be logical and go a long way to continue attracting business in the area.



Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



Online Questionnaire Responses:
In general, maintain walkways and trails with pleasant views of the coast, Harbor, and Dana Point landmarks. Pedestrians and bicyclists, particularly ebikes, do not mix. Also for individuals with accessibility and mobility issues, bicycling is not a realistic option. Please protect the rights of pedestrians as bicyclists seem to be creating a hazard for themselves, vehicles, and pedestrians. Realistically, residents and tourists will conduct their business utilizing private vehicles or walking. Ensure there is adequate parking close to facilities and businesses.
Del Obispo
Doheny Park Road for pedestrian and cycling beach and harbor access. The use of a future tunnel under the railroad tracks at Victoria Blvd for this access.
None
1.connecting Doheny state beach to the harbor is a great idea i saw on the interactive map
2. Painted or protected path along PCH
3. Painted or protected bike lane along Golden Lantern and possibly Stonehill?
Add pedestrian options. Bike lanes can be used by vagrants or juveniles for nefarious activities (please limit or eliminate bike lanes). Bike lanes also create more potential for accidents. The population of Dana Point is also aging; realistically more people will get around town driving in a vehicle. Do not sacrifice the experience of the majority for the minority of bikers.
Foot/Bike Access to Doheny Beaches from Doheny Village
Camino Del Avion between Golden Lantern and Del Obispo needs a stoplight down the hill. The speed at which cars travel is unacceptable. To see a motorcycle officer only 1 time per month ticketing is not enough. Last year a woman died after hitting a tree, a few months later a truck crashed into my wall, up my yard and came inches from smashing into my home. Please do something, please!!!
Golden Lantern could use a wider bike lane and Stonehill up by the high school could also benefit from a bike lane. I don't think Stonehill has a bike lane at all by the baseball fields.
There should be properly protected bike lanes (protected by curbs) should be in most if not all streets.
PCH
Del Obispo, PCH at Doheny, and around the railroad tracks and freeways is unsafe.
No answer
PCH
Harbor and Scenic Drives
Two items. 1)The biggest public safety issue I see is the alley behind genkai that goes into the new construction. If you are on the sidewalk or in the street you can't see if a car/pedestrian is coming. A stop sign BEFORE the sidewalk is needed as well as a two way mirror. I've seen mail trucks at the end of the day blow through this on their last route. 2) ebikes should be illegal on the sidewalks. Someone is going to get seriously hurt. My 83 year old father was visiting and was nearly run over by a 13 year old going top speed on an ebike on the sidewalk.
PCH, Golden Lantern, Stonehill
All
Residential streets with dangerous overhead power lines
Are bikes and e-bikes to be used on streets or sidewalks? Current ambiguity results in bikers following no rules, harassment of walkers
I live in Lantern Village. Most of the streets I use are well maintained. When I do go to Doheny Village or Capo Beach, I think that their streets may need more improving. Also anywhere you could put sidewalks would be great for safety!



Circulation

Q13

Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



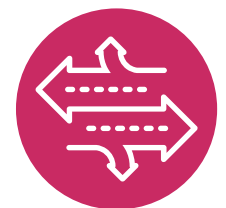
Online Questionnaire Responses:
?
PCH
None at present
All. We lack safe biking lanes throughout the city.
Del Obispo and numerous other streets that lead to beach.
The harbor
Underground the powerlines. Widen the roads. Plant trees or adopt a theme for landscaping like tropical.
Na
Don't know
PCH through city has no bike lane
Del Obispo and PCH
Del Obispo, Stonehill
Malaga
PCH between Crown Valley Parkway and Strands Beach. Walking there is like being in the middle of a racetrack.
None come to mind
Ride a bicycle anywhere in town. Many streets are filled with speeding cars. I dont feel safe on most streets
La Cresta
No suggestions.
No opinion
Looks pretty good now, great job on Niguel Rd a few years back
PCH needs a proper bike trail to Doheny bike path. Its far too scary to dangerous.
All streets without sidewalks are a problem
Until construction is done, hard to say.
Old town Dana
Speed bumps needed on Chula Vista and the utilities need to be placed underground on Chula Vista and all of the Lantern District.
O
PCH, harbor area and plaza area
Cove Road. Also it would be nice to have a safer bicycle trail down to the Harbor on Golden Lantern or from heritage park down to Golden Lantern. The bicycle lane going down Golden Lantern doesn't look that safe
Santa Clara Ave needs better night lighting.
All
Chula vista
Chula Vista Avenue (speeding and lack of sidewalks) all the streets south of Chula Vista and east of PCH need expanded sidewalks
PCH + many DP streets need repairs
No sidewalks on north side of PCH in Capo Beach.
Don't know
Del Obispo sidewalk from Camino Del Avion needs to be added on the Dana Knolls side onward. The existing sidewalk is in desperate need of landscaping and maintenance. It's so ugly!



Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



Online Questionnaire Responses:
El Molino in Capo Beach
Capistrano Beach community needs streetlights like the ones entering the community on Estrella. Very dark and dangerous to walk around at night. Also lot of criminal activity increasing due to darkness, car and house robberies, assaults.
Underground utilities on Via California, Capistrano Beach 92624
Assume the city has a streets master plan on maintenance and enhancements, along with a walkability plan, if not add it. Not sure how you educate cyclists (incl electric) to be courteous and use the bike lanes and follow the laws
None
Underground utilities
Need crosswalks on selva road. Cycling doesn't feel safe anywhere in the shared lanes in the Lantern District but would be great if it was possible. Same for harbor. Stonehill north needs longer left turn lane to selva.
Prado west - won't get into it, but it was not built properly and I have MANY concerns that can and will negatively affect the whole city and already has! Happy to get into more detail if you'd like
PCH should have sidewalks on both sides of the street, especially between Selva and Niguel Road
Don't know
Camino Capistrano starting at Camino de Estrella needs poles and lines underground. The walking traffic to Pines Park constant.
Coast highway going through town is too narrow!!
Lantern District
PCH could become more pedestrian friendly. Better lighting there would improve walking after dark.
Golden Lantern, from Del Prado to the Harbor is where I have encountered electric bikes and scooters going at very high speeds on the pedestrian walkway, weaving around people and pets, just barely.
PCH....
Walking and Bicycling should be highlighted ad encouraged on EVERY city street.
Estrella could use streetscape improvements, especially with such a large ROW.
Doheny Park Road could use safer crossing, and the neighboring roads could use increased shade cover and bike facilities.
The walking/bike trail down to Doheny that i mentioned earlier, would be nice to have a nicer, safer walking/bike corridor down Del Obispo to the harbor.
Sad the crosswalks added on Del Prado didn't install the lights and protections Laguna Beach has added only after deaths of pedestrians. I see people crossing in front of the Post Office daily. Del Prado is going to keep having high traffic as businesses open. Many of the businesses serve alcohol. The poorly marked cross-walks are a bad plan.
Doheny park road
Na
Stonehill. Eastbound between Selva & Palo Alto is particularly dangerous. There's a turn after the church that blocks view of signal at Palo Alto. A speeding vehicle or distracted driver might have issues stopping with any sort of back-up. Maybe more signs or lights upon approach? Maybe redoing the road?



Circulation

Q13

Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



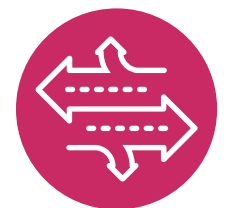
Online Questionnaire Responses:
Just a comment about e-bikes - down at Doheny the e-bikes can get out of control, the speed and maneuvering. In general it would be great if, especially the younger ones, would be required to have some e-bike "Driver's Education". These are Electric Motorized Vehicles.
Do not know
All Lantern District, poles and emf's are unhealthy
All streets with electric bikes
Cove Road in the harbor needs a pedestrian walkway
F
A way to get down Golden Lantern more safely on a bike.
??
Del Obispo - harbor drive - River front
Doheny village area.
Complete sidewalks on all major transit streets. Ie: Del Obispo between Blue Fin and Stonehill
PCH/downtown
Not sure
Stop light installed on Del Avion and Shiplside
Del Obispo
PCH and Del Prado
Streets closest to the beach heading up PCH to the Lantern District
Selva road, PCH
Capo Beach and Doheny
Older areas have narrow streets, limited parking, should be one way
Lantern District
Not sure. My neighborhood is ok.
Camino Capistrano need to have more safety speed bumps
No ideas
Most of them away from downtown shopping area
No comment
Consider making one way streets that would increase parking by allowing diagonal parking on one side of the street. This could be done throughout the Lantern District.
Harbor area to Doheny Beach. Make it safe to ride bikes on PCH, especially near freeway entrance
N/a
More bike lanes. I don't see e-bikes going anywhere and Id like to see the kids have safe places to ride to get around town.
Unknown
?
None I'm aware of
Lantern District sidewalks and power lines underground
Underground cables
Coast highway
The transition from Doheny to the beach and downtown. Encourage bicyclists to use safer non highway routes - Harbor Dr., the state park, etc. And do something these very young kids on e-bikes and e-motorcycles! It really is just a matter of time before someone gets killed.
La Cresta Blue Lantern
Lantern streets



Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



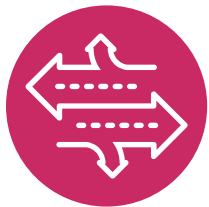
Online Questionnaire Responses:
Del Obispo, creek trail
Coast hwy
All major corridors
Del Prado
Del Obispo near Del Avion needs sidewalks.
Also, a right turn lane should be installed at that intersection going south toward the beach.
Creekside paths
City staff - earn your keep.
Unknown
Del Obispo, Stonehill, Golden Lantern, harbor drive, Camino Capistrano
Pacific Coast Highway and streets in the Lantern Village area
Lantern
The bike trail along the creek is great but must be expanded and maintained with the advent of ebikes.
Corner of Calle Verano and Calle Hermosa. There are no curbs or disability access
The area we live in is fine in this regard.
Parts of Stonehill could use a dedicated bike lane. There could be better walking connectivity between Del Prado and the Plaza shopping districts.
La Cresta in the Lantern District. Also the (south east part of town) PCH between Del Obispo and Doheny Park Road
Orilla NEEDS speed bumps. Cars go down this street too fast. It is incredibly dangerous and also very loud.
More protected bike lanes across all the main roads would dramatically increase my usage. After tragic accidents, I'm too afraid to ride mid-day. Perhaps we could add rumble strips to the lane line itself? Or some kind of shared bike/sidewalk pathways instead
PCH
More places for bikes to be safe
??
Regulating e-bikes. It's getting ridiculous, please do something about no helmets, wrong direction, sidewalk riding, speeding
Dana Knolls area. Get rid of telephone poles as some are too close to sidewalks or curbs.
Stonehill Road and Golden Lantern should be monitored for safe access. Also, the streets near R.H. Dana should be analyzed for safety.
All of them
PCH and Golden Lantern are both plagued by excessive traffic noise. This is a detriment to walking and bicycling.
Doheny Road and the roads inside Doheny State Beach need to be improved for bicyclists and pedestrians. Additionally, crosswalks or flashing walk signs at Salt Creek Beach between the parking lot and the Ritz should be added.
Santa Clara Ave needs speed control
Potential traffic calming on Golden Lantern south of Stonehill.
Downtown Lantern District could be much more connected & walkable
Golden Lantern needs a slower speed limit, its not safe to walk on or bike on
Cove rd
PCH/ Del Obispo /Doheny village and capo. Niguel
Lantern District to Harbor



Circulation

Q13

Which streets need improvements to enhance walking, bicycling, and/or improving safety? (Continued)



Circulation

Online Questionnaire Responses:
Bike lanes too narrow on PCH N/B at Del Obispo all the way to Blue Lantern
Stonehill and PCH
No suggestions.
Crime is a problem
Area near Stillwaters/riteaid - Golden Lantern and PCH/ Del Prado
There are no walkable streets now
Coast Highway by hole in the fence
Throughout PCH there should be dedicated bike lanes, like they have between Dana Point and San Clemente.
Almost all of Capo Beach
Trees cut back on Camino Del Avion and bear brand. So many accidents at that intersection and I believe its due to the trees blocking the lights. Same with on Golden Lantern at the Jeremiah and Josiah intersection. Trees need cut.
PCH
Love every street
Golden Lantern - safety concerns given speed and congestion. Tied to child safety, ebikes, etc.
I don't know
Blue Lantern. Needs streetlights for safety and light at night. Also needs medians to slow traffic and incorporate sidewalks. Tons of people walk on this street every day and it's dangerous with the speed of cars and trucks on Blue Lantern.
I can't think of any concerns here.
Capo Beach needs improved bike lanes. If Del Prado is eventually done right with dining and shops, I'd love to see this turn into European style, no cars just walking and outside dining tables spilling into street. Even just a small portion like what they've done with Forest Ave in Laguna Beach would be lovely.
None known
Del Obispo needs sidewalks on BOTH sides of the street from Camino Del Avion to the beach, and the sidewalks need to be wide enough for a stroller or wheelchair to fit around the telephone poles. It also needs wider/safer bike lanes.
Doheny Park Road = #1, beside it being an eyesore.
Golden Lantern: needs policing from i---- ebikers.
E-bikes need to be equipped with FRONT and REAR lights.
Would love to see helmets and shoes required.
All bigger streets, with traffic speeds greater than 35, should get cycling lanes repainted to be adjacent to the curb - and push parked cars to be a barrier between.
Sidewalks along the PCH
Doheny Park Road and side streets to link to Doheny Beach.
I don't know
Doheny Village and Capo Beach communities.
Lantern District
PCH
Golden Lantern between Selva and PCH (would be nice to have more greenery and buffering from cars)
PCH and Del Prado



Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where?



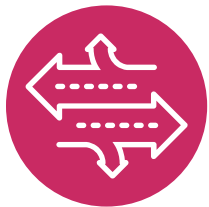
Online Questionnaire Responses:
PCH & Del Obispo
Del Prado should not have cars
Location of higher density mixed uses, including multi-family residential, on Monarch Bay Plaza will complement existing City and regional investments in public transit by placing new uses and new residents in close proximity to the City's highest quality transit stops. The major intersections of Pacific Coast Highway and Crown Valley Parkway provides excellent linkages for Monarch Bay Plaza for public transit, and vehicular access
Fewer signals more round-abouts moderates speed and increases traffic flow.
Traffic circles at Golden Lantern & Stonehill, and Golden Lantern & Harbor Drive
A light at Stonehill and cheltem
Red light cameras red light running out of control
Coast hwy
Unsure
N/a
N/a
I don't know
The light at Selva and Stonehill. The wait is tremendous if you're on Stonehill making a left onto Selva!
Unknown
Really think through and analyze the effects on traffic congestion and safety by high density housing and certain high-volume drive-through businesses.
Drop off area at Palisades Elementary.
On Selva, Pacific coast to Golden Lantern. The stop signs are not very visible.
Earlier posted signs about lane change at PCH and Golden Lantern to turn or go straight
PCH and Del Prado
N/a
Don't know
?
Separating bikes and cars on different streets where possible and enhancing markings, barriers, signage, and enforcement on all bike routes. I am a bike first supporter, and I believe that both drivers and bike riders need more education, reminders, and enforcement so that they can both enjoy getting around town.
Del Prado
Capo Beach needs attention. Lantern District needs stricter code enforcement for multi-unit dwellings/parking, along with the Hennessy's Plaza
Underground parking. After school student pick up at Dana Hills congrats and blocks lanes around Stonehill and Golden Lantern
Possible to buy some vacant lots to add parking in the Del Prado/Coast Hwy area
Synchronize lights on major arteries? Also the traffic in the morning near DHHS is awful, especially with all the kids trying to jaywalk.
Bike parking venues
Connectivity between Doheny Village and the rest of Dana Point is lacking. If Doheny Village is to be the next area of investment, there should be greater connectivity and beautification including walking lanes, trees, and maybe California wildflowers to make for a more pleasant pedestrian walking and driving experience.



Circulation

Q14

Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)



Circulation

Online Questionnaire Responses:
Stop signs/ roundabouts
I am not sure.
Del Obispo thru to San Juan
See prior answer
See above -Niguel rd. and PCH need to have much more enforcement for loud vehicles and street racing
No
Doheny, State and County Park merge with City limits
Tough to do, but downtown streets seem tight
Too complex of an answer to write here.
Yes, PCH that goes through Dana Point needs legitimate Bike lane going through Laguna Beach. It is not safe riding a bike through here as there is no bike lane in some areas and the sidewalks are not always consistent throughways to use for walking or biking. VERY UNSAFE.
Doheny Village could use better wayfinding/lighting.
Segregate bike lanes from regular traffic; this would put drivers, bikers, and pedestrian at ease.
Don't know
Better markers for the lantern streets (maybe color the signs). Gets confusing
Along Via California and portions of PCH, there are raised divider islands that could use Reflective Markers to make them more visible at night.
Please look into improving the pedestrian experience at PCH. Del Prado & Cooper Lantern. I cross there frequently; traffic is fast and drivers run the lights and the little island area behind Bevmo is scary.
Better control of traffic signals at Golden Lantern and Stonehill. Arrows directing cars to merge to right prior to left turn pockets at Golden Lantern/PCH and Golden Lantern/Del Obispo are confusing.
Sea canyon / Dana Hills high traffic while school is in session is a nightmare
Absolutely GETTING IN OR OUT OF THE TRACT for residents when school is starting or getting out. Put a STOP SIGN where cars are leaving DHHS. Only the residents on Christina Drive or Elisa have one, not the school.
At this time I'm not aware of any...though better access to allow folks to see the coastline could be good!!
At Stonehill and Niguel Road many motorists turn left from the middle lane. It is clearly marked but drivers don't pay attention.
Nothing comes to mind
No
Let's see Golden Lanterns lining Golden Lantern from the high school all the way down to the harbor
No concerns
Yes! Traffic flies at very high rates of speed heading south on Golden Lantern towards PCH. There have been many accidents and it feels unsafe when driving and walking. Also Stonehill needs a larger turning lane onto Selva. Traffic is always moving at a very high rate of speed between Golden Lantern and Del Obispo on Stonehill
Reduce bike lanes everywhere and/or regulate e-bikes. Vehicles and pedestrians mix well; vehicles and bicycles, and particularly e-bikes do not.



Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)



Online Questionnaire Responses:
Improve congestion on PCH leading to the Harbor and perhaps add a lane going from Doheny Village to PCH (where the janitor supply store is), and improve congestion around PCH and Del Obispo. Add a parking structure in Lantern District; even without all the new restaurants/stores opening up, one can foreshadow parking being an issue here.
N/a
Better signal syncing on PCH through Dana Point. Waiting to get through the Golden Lantern/ PCH signal may take 4 to 5 cycles on weekends. After all, it just turned Spring, and Summer traffic gets horrendous delays.
PCH - its 3 lanes coming off the freeway heading north, it turns to 2 lanes over the bridge, then goes back to 3. Its a log jam all the time. You could probably just restripe it, its probably wide enough
Roundabouts at Golden Lantern and Stonehill, Golden Lantern and Dana Harbor Drive
adding four-way stop signs in the Lantern District
Reduce bike lanes.
Possible roundabout on Camino Capistrano
Put a stoplight halfway down the Camino Del Avion hill. Near Shipside drive.
Something should be done about the speed on Camino Del Avion between Golden Lantern and Del Obispo. Speeds are way too high and dangerous especially going down the hill when someone is turning right onto Shipside Dr
Haven't had problems.
No idea
None come to mind.
Close Del Prado to cars, walking & bike only.
Golden Lantern and harbor drive
Change phasing for 35mph or slower on PCH, Cresta, Selva, and Stonehill
Absolutely love love love the changes to the traffic signals that allow pedestrians to cross first BEFORE traffic. Would suggest considering no right turns on red for some intersections. (Light Blue Lantern and PCH).
Better bike lanes
Del Prado
No answer
Slow down traffic, install speedbumps on residential streets like lower Blue Lantern, really patrol PCH. Make stoplights ADA compliant and talking
I live near Selva and Calle Primavera. There is a 3 way stop there. Drivers driving on Selva toward the beach run the stop sign all the time and never even look to their left. I think they think it is a 2 way stop. I don't think they do it on purpose, I really think they don't know that there are drivers on the left of them. The drivers driving on Selva in the other direction mostly seem to realize that there are cars on their right.
Heading towards the harbor on Golden Lantern before crossing over PCH...the lanes are very confusing when they reduce to only one lane to harbor. Many people do the wrong thing and have to hold up traffic to get in the existing singular lane.
Bikes and e-bikes should not be allowed on sidewalks; more sidewalks along PCH; safer bike lanes
None at present
More and safer biking options.
More protected bike and pedestrian lanes
No



Circulation

Q14

Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)



Circulation

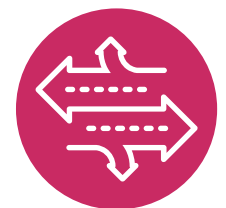
Online Questionnaire Responses:
By the Starbucks and McDonald's on PCH, there could be a dedicated turn lane for cars entering and exiting. Adding trees by Doheny Village would be nice.
Na
No
NIGUEL road at Del Avion is unsightly ugly with cones and still dangerous
No
Explore roundabouts in harbor areas
Put one-way streets back in
None
None
We need bike and evilest lanes
La Cresta
Making Del Prado and PCH between Golden Lantern and Blue Lantern a 2 way street was a big mistake, in my opinion. The lanes on PCH, Del Prado are too narrow and frankly I avoid them like the plague. Limiting the left turn options is annoying as well. They are beautifully landscaped, I admit.
Correct the lanes into and leaving the harbor at PCH
None to note
Flashing pedestrian crossing at all 4 and 6 lane intersections.
No specific ones come to mind
Having lived in the area for a long time, I am just waiting to see when the accident will happen at PCH and Blue Lantern area.
Idk
Speed bumps on Chula Vista
Copper Lantern.
At the PCH signal to La Cresta should be two way.
Parking in town will be an issue in the future.
Coming from freeway on weekends on PCH into harbor is very congested.
May need a signal by the schwack and Mason market.
I believe it's Del Prado and Amber lantern. I have seen people drive right through there and not stop many times.
Slowing down speed limits on PCH
A cross walk and speed bumps along Selva
Consider and find ways to address carless e-bike users
N/a
Idk
Traffic calming on PCH in Capo Beach. Get commercial vehicles off the curbs on Camino Cap in the Village. Restrict people from owning and parking multi vehicles on residential streets. Enforce codes on trailers and commercial vehicles. Make boats park in marine lots not residential neighborhoods.
Don't know
Not sure
A left turn light out of the Capo Beach neighborhood onto Los Ramblas. More direct access from Capo Beach to PCH and Del Prado.
Streetlights



Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)



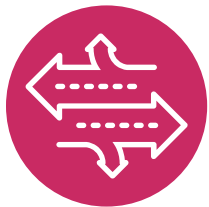
Online Questionnaire Responses:
Underground utilities in all older neighborhoods
No opinion on this one
No
No comment
Longer left turn on Stonehill north to Selva. Always backs up forcing people to be in the way of traffic.
Yes - I watch bicyclists, pedestrians, dogs, and cars have near and have seen actual accidents DAILY and NIGHTLY on Del Prado and amber lantern. I've reported this extremely dangerous intersection MANY times and all they've done is set out folding traffic signs that blow over or get ran over. It is DANGEROUS and about 50% IF that, even slow down at the stop sign. Most run right through it even in broad day light, and I do not want to say I told ya so when something BAD happens! Shwack sees it all day too, they know!
More interested in keeping walking areas safe by enforcing current no biking/skateboarding signage
Don't know
Thank you for putting in the 3 speed bumps in front of Pines Park! Much safer to walk
Yes, coast highway going through town.
Lantern District
Install roundabouts (round robins) instead of traffic lights at some of the smaller intersections. Install traffic calming towards the end of the off ramp entering DP at the south end. Cars coming off the freeway don't slowdown in good time to meet the usual bottleneck there.
Do not know
Traffic calming/slowing down on Stonehill as well as Golden Lantern near the high school
More traffic signs in crystal lantern and streets around there. Streets are steep and dangerous
Traffic calming in Doheny Village would help with encouraging pedestrian movement in the neighborhood.
I'm no expert here
Yes - parking right next to ingress/egress blocks driver's view to enter street. Visibility pulling in and out of the multiple access points is important. More parking and use trolleys year round to get people out of their cars and safer transport. Trolleys add personality, help reduce parking and traffic.
May need more sidewalks- not sure
Na
Stonehill. Between Selva and Palo Alto.
See previous comment.
No
No
None
N/c
It really gets backed up exiting the 5 at exit 79. Thoughts to ease congestion there would be great-making it safer too.
Enforce the speed limits on PCH
??
Freeway off and on ramps off PCH
None



Circulation

Q14

Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)



Circulation

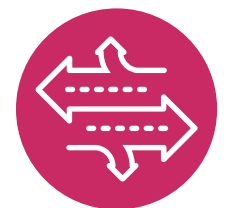
Online Questionnaire Responses:
Get rid of the turn signal at Puerto Place. It was a waste of money and just backs up traffic trying to get to the beach. I know that is county property but the city issues the permits
The downtown area for traffic seems busy & unsafe & from the 5 towards Laguna.
Not sure
Answered this in other questions
Stonehill speeding
No answer
I don't know
Add a cross walk at Violent Lantern and La Plaza for the preschool in the Lantern District so families can safely cross the road.
The intersections with the PCH are not very enjoyable yet. Maybe traffic circles could help.
Number one- convert narrow streets to one way.
Lantern District
Red light cameras? Too many cars run the lights at Crystal and Copper Lantern streets.
PCH
Not sure
Golden Lantern near high school is ridiculous during times school opens and lets out. Traffic is backed up. There must be a better way
Residential streets in Capo Beach are quite narrow. Would be interesting to consider ways to improve safety for walking, blind spots due to cars on street, etc
Golden Lantern, La Cresta, and Selva need speed enforcement and traffic calming measures. Give incentives for golf cart use to residents.
Freeway entrance area. Strange design
Underground utility lines
I can't think of any.
Underground utility lines
?
La Cresta to go through to Selva
Lantern District
No
Downtown Dana Point
Running stop signs has become a competitive sport in my neighborhood. Seriously. The police should be writing a lot more tickets.
Not sure
Not sure
Speed and Noise enforcement on PCH in downtown.
Coast hwy
Yes add traffic circles, reduce signals and direct traffic flow
Marked and wider bike lanes
Del Obispo at Del Avion - southbound - need R Turn lane.
When you made PCH and Del Prado back to two way, the lanes on PCH are too narrow
See #13
No one stops at stop signs in Capo Beach. A camera has been placed at Camino El Molino facing Via California, but cars are not stopping at Camino El Molino!
No



Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)

Q14

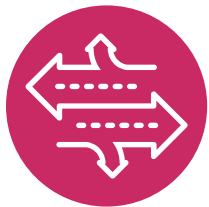
Online Questionnaire Responses:
Traffic enforcement to curtail reckless driving
Poles down
Probably not feasible, but PCH and Del Obispo, Harbor Drive (Hanson Drive?) Traffic backs up too much and too often.
Lots of blind spots
Our neighborhood is fine, but in general, how can we limit vehicular traffic? How can we get people to park and then walk or have simple transportation (like electric cart cabbies)?
I know we have PCH to contend with along with the West Coast obsession with individual cars, but designing in alternatives for clever land use for parking (levels underground but a grassy park at street level) and factoring in how people can move about our densest areas (and linking visitor areas) would make a big difference.
The traffic coming in from the south on I-5N to PCH seems to be picking up and gets backed up more on the weekends.
None
Yes, speed bumps should be allowed to be installed no matter if the road is flat or on a hill.
See my previous note - more bikes means fewer car, which reduces congestion overall. We may need to add addition bike racks/parking in the downtown area. You may also consider electric charging stations
Parking lot of trader joe's on Golden Lantern (is that Dana Point?) Many accidents there.
Not sure
Unsure??
Roundabouts instead of stop signs and lights
Change shopping Center exits and turn lanes at Del Obispo and Stonehill. Add light to allow left turns out of shopping centers at corners.
With new construction occurring on Stonehill Road near the freeway and other entrances on either side of San Juan Creek, it appears that there needs to be serious coordination needing to take place.
Utility lines need to be buried to improve safety and aesthetics of Dana Point
There should be more investment in public transportation. In particular the trolley season should be extended and routes expanded.
N/a
Cross traffic control at intersection of Amber Lantern and Santa Clara Ave
Traffic calming measures on Golden Lantern, Niguel
Not sure
Round about
PCH southbound at Coast Hwy
Del Obispo and camino Del Avion
Widen sidewalks and bike lanes for safety
PCH bike lanes are too narrow from Del Obispo to Blue Lantern
I would say that traffic light timings are part of the issue. Some lights within 100 yards of each other are poorly timed.
The city has done a nice job with signage and art on electrical boxes. I believe we need to paint the walking bridge at capo beach as it is an eyesore and detracts from the beauty. A beautiful navy blue would create a piece of art out of an ugly bridge.
No



Circulation

Q14

Are there opportunities in Dana Point for street improvements that would make vehicular traffic more efficient and/or safe? If so, where? (Continued)



Circulation

Online Questionnaire Responses:
None that I can think of except directing traffic during festivals
That bizarre interchange from PCH going north into DP
No
Not sure
More stop signs needed in Capo Beach. Some closing of one end streets would be good.
N/a
Unsure
You've got to be familiar with the end of PCH where it branches out or its confusing
Improve safety. Perhaps bike lanes (green painted) rather than allowing cars to park on the road along Golden Lantern near City hall.
I don't know
Get rid of that silly round about on La Cresta and Violet lantern. Other than that traffic plan is good.
The light at Crystal Lantern and PCH, for some reason that I don't understand, is CONSTANTLY being run by cars on PCH, to the point that if I'm crossing the street there or making a right or left onto PCH from Crystal, I have to wait several seconds once the light changes because 60-70% of the time, someone runs a completely solid red light. I have witnesses two very close calls here. I don't know why this is.
The Starbucks (the new one) drive through situation is not good. Traffic often backs up onto PCH and getting out of there is difficult.
Less traffic lights in the center of town.
None known
N/a
Are we still thinking cars are going to dominate our city in 2050?
You need be more visionary than this.
New urban planning is now asking for 75 year outlooks, because it forces planners and citizens to think beyond combustion vehicles.
The better question: how do we make our streets safer for citizens? Period.
Design around a pedestrian friendly focus.
Yes. The intersection at Selva and PCH is dangerous. Car accidents, pedestrians being hit be cars and racing at that intersection has gotten hour of hand. I personally have been hit by a car waking across the intersection there to the beach 3 times!!
Also, the Dana Point trolley should be running more often and it should run in sync with the Laguna Beach trolley.
Coordination of traffic lights on Stonehill to I-5 because of Ganahl addition (SJC) and better left turn at Niguel Road. Aggravation with left turn on Golden Lantern to Stonehill Drive (always a long line and wait!)
I don't know
Possibly
It's pretty good
Timing of traffic signals;
N/a
PCH and Del Prado



What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern?



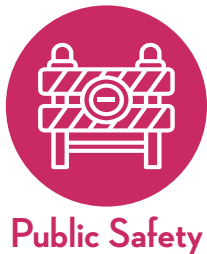
Online Questionnaire Responses:
Beach erosion along Capistrano Beach
Not sure
Continue to follow the science related to natural hazards and require new development to incorporate appropriate measures to reduce risk. Areas of concern are low-lying and bluff-top areas.
We are living in a dynamic tenuous environment, next to the ocean, beach, bluffs, and hills. Don't keep packing people in with constant development in the pursuit of the "all mighty dollar"! It will be over all a safer place to live when the city catches up with it's infrastructure to serve it's residents.
Restrict building on bluffs
Weed abatement to slopes - specifically privately owned ones off crown valley. Responsible development
Responsible development
Cliffs always a concern, land erosion happens with over development
Better notices on what to do if those events happen.
Goats like laguna?
Disaster notification service to residents (think Nixle or alertoc)
I don't know
We back up to the canyon on Stonehill, below city hall. Lots of kids cut thru there. I worry about fires. There have been a few already.
None
Cliffsides above the beaches are subject to increasing erosion. Consider methods to reinforce to avoid the issues San Clemente has been facing recently.
No idea
Using alerts helps
The hills above capo under fwy and cliffs above capo beach
Na
N/a
Don't know
The Desalination plant would be great in case of water getting cutoff from an earthquake. If it works in that way??
Effects of climate change like sea level rise, and more powerful storms are going to have significant impacts on our coastline and community. We should be preparing today for the day when the area on both sides of PCH south of San Juan Creek will no longer be safe for habitation. This could be a great opportunity develop resilient public spaces and protect residents, but may be painful in the short term because there is private property and housing there that will need to be addressed.
Don't allow building on cliffs!
Code enforcement for remodels based on size, structure, foundational support, building to property line without setback, The Lantern District needs the most attention.
Emergency preparedness notifying and educating residents about what's in place and best evacuation routes when necessary
Cliffs of Capo
Continue to monitor cliff erosion by the train tracks.
No more coastal building but improve trolley service from town to beach



Public Safety

Q15

What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
Protect the coastal bluffs throughout the City. Include strategies ranging from building an artificial reef or strategic retreat. Burying the power lines may help prevent fire incidents or blackouts.
N/a
My concerns have more to do with bringing in more residents, and tourism as crime will sky rocket as it has done in Laguna Beach.
Not sure
Unknown
I don't think those are huge issues. The noise issue is a real issue. I'm sick of being awakened by loud cars and motorcycles
More uniformed police
Fire
Bluffs, beach erosion
I don't have any answers to these questions. I defer to scientists!
I think keeping out homeless encampments is a priority as they make open fires and camp in areas that are highly wooded or full of shrubs.
Use fire resistant plants. Erosion control on beaches is going to be an ongoing challenge.
Reinforce the bluffs and a long shot, but try an artificial reef to reduce the coastal erosion in Capistrano Beach.
Not sure at this time
Is it illegal to smoke in public places here? I've seen a lot of people smoking out in public.
Earthquakes and floods (serious events) are beyond extremely rare in this area, but hillside slippage can be a problem in some local spots. Cliff / bluff erosion is a natural process and cannot be and voided -- unless reinforcement work (i.e. Rebar, Shotcrete / Gunnite) is employed.
No comments at this time
Means to communicate emergencies to people in affected areas.
Na
Nine
Letting residents know about how well our fire and sheriff departments do in our town (Public Service Notices) might help residents feel proud and safe in our city!!
The beach south of Doheny at Capo Beach is eroding away and attention should be given to it.
More learning opportunities on how to prepare and how to get small neighborhood groups together to be ready to support one another
No opinions at this time
Encourage residents to install cisterns to catch rainwater and conserve.
No concerns
Underground power lines. Landscape open lots and hillsides to beautify the space and add firebreaks, increased lighting and cameras (for public safety)
Build an artificial reef or a structure to prevent coastal erosion. The power lines should be underground. PCH is closed at times from the landslides and heavy rain; the bluffs by PCH should be reinforced. In general, plan for the future. Reinforce structures or strategic retreat.
Up and down the coast, coastal bluffs seem to be at risk. The coastal bluffs in Dana Point may also need to be solidified. Perhaps using natural means, retaining walls or landscaping that keep the soil in place. Bury the power lines for aesthetic beauty, reduce fire risk, and protect the grid.



What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
Creekside park, floods
South PCH, but this is a natural occurrence. There is no real cost-effective way to repair the erosion on the cliffs. Upkeep of weed abatement and keeping our storm drain systems clear.
You should make a viewing area of the only waterfall in town. People really enjoy it
No clue!
Consider ways to protect our beaches and stabilize the coastal bluffs. Homes and the beauty of the City is in the beach, landscape, and coastal bluffs. Open to any and all ideas, but natural options seem to be the way to go. Also, plant natural landscaping and plants that may strengthen our soil. Versatile plants such as grasses and rushes may also be able to adjust to fluctuating weather conditions from drought to the heavy rain from the Winter.
Electronic notices with instructions
Na
No ideas at this time
Have not yet reviewed/researched.
Some parts of town are a little sketch. I've gotten my car keyed and a hit and run! Don't buy a nice car if you're going to park it in the Lantern District.
Cliff stability.
No answer
Plant more evergreen trees
Within 1000ft of high tide, sea level rise, tsunamis, and offshore faults
N/a
Clear brush in open areas to prevent fires
None
Residential areas with overhead power lines
Power poles are a fire hazard and otherwise dangerous, especially oldest structures such as Lantern District where repairs are continuous
Underground Utilities for fire safety/earthquakes/windstorms. Limit building on Cliff areas that are very close to coast highway and the Harbor. If someone is remodeling or doing a new development in these areas, please make sure that they do everything they can to mitigate land erosion.
I am not aware of any.
Neighbor to neighbor contact lists; public service announcements; education
Continuing to monitor streets that are susceptible to flooding.
Keep the large-scale apartment developments out of Dana Point. I have seen directly how the crime goes up, families are moved out with large scale apartments.
None
Stop building more apartments
Bury the powerlines particularly in Capo Beach.
Na
None
Capistrano beach landslides and sewer problems blocking Coast highway
Don't know
Bury power lines, install fiber
Not sure



Public Safety

Q15

What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
Seek expert advice from credible planners
Water retention is needed. Just watch the waterfall coming off Blue Lantern
Not much concern. Our geology is pretty stable. I live on bedrock
Underground power lines
No opinion
Burying the electrical lines to avoid fire
None to report
Bury the power lines.
Bury utility lines underground
Don't know
Idk
Electrical wires overhead in Lantern District
We need more street lighting.
Capo Beach area has many issues with erosion, landslides. The train issue remains a huge problem with erosion.
None
Building on cliffs causes land slides
Our coastline
Work with historic building owners to address earthquake safety
N/a
Idk - We want our police to be respected and honored god protecting our community
Every slope in DP needs to be planted with drought tolerant deep rooted native plants to prevent erosion. Exposed roots need to be mulched and protected from weeds and drought. Flooding is a concern on Beach road. If the railroad is relocated these homes need to be moved back. No new development should be allowed near the rapidly eroding coast. The city should stop ignoring sea level rise and erosion. It will affect DPs economy and way of life. They need to advocate for mitigation and managed retreat.
Underground utilities
Don't allow new housing on beach or cliffs
Capo beach
Fight Climate change
Do not know of any right now.
Not sure
A full-time emergency manager who can work on all the tenants of preparedness, prevention, response, recovery and mitigation which can address all concerns
Over construction on hills
Underground utilities
Concerned about capo beach, strand and Niguel shores erosion. Older building and homeless encampments should be cleared out.



What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
Stop over building, no more subterranean parking structures like Prado wests that is literally flooded as we speak with water pouring through the walls and ceilings w huge cracking happening - that is NOT going to end well with our bluff top beautiful city! I highly recommend someone come and inspect it along with the other new one being built on Golden Lantern and PCH! Major construction defects that's going to impact us ALL due to poor construction and terrible management!! Building more apts like these ones is just going to cheapen our whole city and run it into the ocean - literally
?
Communication
Please put poles and lines under ground, a fire hazard. Palisades road looks like a possible land slide waiting to happen
All neighborhoods where the poles and lines are not underground are a huge danger. Today it is VERY windy and trees could easily be toppled and crash into lines causing a fire or power outage.
Bluffs
Put all electrical and other cables underground - they are a fire hazard, especially in the summer heat with vines growing on them. Most are very close to homes. For floods - install rainwater catchment equipment in flood areas then reuse the water.
Beach Road, and the train area along the cliff in Capo Beach. Doheny for the confluence of storm runoff and high tide.
Beach Road is certainly a concern. I realize it is difficult to do anything with the coastal commission not cooperating.
More public drills and warnings need to happen
Maintenance of the bluffs in south Dana Point is important for keeping PCH in operation and preventing houses from being destroyed.
Dk
Too much development for the cliff above the harbor. Fireworks illegal and policed!!! Cleaning drains and sewers - replace and repair.
Community alert enhancement
PCH land drainage improvements
Power lines should be underground due to fire risk. Ravine between Thunderbird and Dana Knolls could use some maintenance.
Get rid of all the nuclear waste storage at songs!!! I know it's not in our city, but Dana Point would be worthless and deserted if songs was impacted by any of the natural disasters listed above!
Clear slopes of growth
More info on where to go for an emergency
The bluff above the harbor
N/c
Put the utilities underground-fires
N/a
No idea
Harbor area and above the harbor
Again, eliminate above ground utilities.



Public Safety

Q15

What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
There is no way to control those natural disasters. Just be prepared to respond, manage and offer assistance. There does need to be a concise tsunami plan for the harbor and low-lying residents. Noticing, evacuation areas, etc. And this plan needs to be disseminated to the boat owners, businesses and residents.
Any bluff area needs to be strengthened.
None
Don't know
None
No answer
I don't know
Underground power lines, and enact a safety alert phone system like Laguna Beach that keeps citizens updated on serious threats to the city.
Control vegetation against fires. That said I think the city does a good job as it is.
Theft, vandalism, homelessness. We need greater law enforcement and protection
No concerns
Loss of beach is biggest concern. Sad to see the activities at Capo Beach totally gone. I'll miss the basketball and beach fire pits. Great memories and paying to get into the state beach isn't a substitute.
I don't know
Not sure
I have no concerns where I live
No comment
Develop standards for foundation and shear wall retrofits, electronic permit processing, and reduced fees for projects related to safety.
A community wide earthquake safety and preparedness campaign.
Underground utility lines. Literally started a fire in Laguna Niguel. We have got to do this.
I worry about our beaches but I'm not sure what can be done there.
Underground utility lines
Require that all gated communities have a MINIMUM of two entrances and exits.
Underground utilities
Beaches erosion and underground power and cable lines
I don't know
Not sure
Pretty safe place overall. I think the only real source of danger in Dana Point comes from some humans. Get police out in the community. When I visit City Hall, I typically see most or all of the police vehicles we have contracted for parked there. Hmmm ...
The wires underground for sure also behind the Chart House
Skip
Not sure
Not sure
Land erosion and earthquakes are major concerns.
Stop building near the ocean
No answer



What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
Palisades drive
Safe?! S--- happens.
Education--more participatory exercises
No
Remove nuclear waste from the SONGS plant in San Onofre
Same. Get poles down
Land erosion. Provide incentives to maintain slopes. Earthquake, have a center where assistance and shelter can be provided in the event of a major quake.
Water runoff at empty lot on Calle Verano and Calle Hermosa
Overall, we don't have concerns with this one. We presume the cliffs are actively monitored and taken into account.
A lot of houses in Dana Knolls do not have adequate erosion protection and retaining walls to protect against landslides.
Underground all utilities
Keep trees trimmed and clear of wires. Underground wires will help with this
The electric poles need to be underground - this is a ticking time bomb
Pay attention to utility poles and wires falling or hanging down. Put utilities underground.
The slopes and beach erosion
Our neighborhoods with the above ground electrical, our beaches erosion
Underground electrical in neighborhoods. This is the biggest risk to fire now
Disaster level fires all over state have been caused by downed or sparking power lines (e.g. Recent wildfire in Laguna Niguel/Aliso Viejo). Put all of them underground in city neighborhoods.
There are two canyons that border Stonehill Road between Golden Lantern and Del Obispo. After all the rain we have had they could be a major potential fire hazard during the hot summer months and threaten many homes.
Burying utility lines. We have already had one too many homes burned down because of electrical lines. Why wait for another
The danger of fires from overhead utility lines should be reduced by starting a program, in conjunction with SDG&E, to bury those lines. SDG&E, which enjoys a monopoly in Dana Point, should partner with the city, county and state in paying for it.
N/a
Maintenance of landscape materials on hill below Cliffside walk to prevent fire and erosion
Plans to address parking and recreation loss in Capo Beach.
Quality build outs
None
Coast Hwy erosion
Beach erosion
No
Not sure
Underground the utilities.
Beach erosion. Can we get back to planting kelp to help inspire ocean life and prevent erosion?
No
Continued testing of text warning systems, etc.



Q15

What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods. Where are areas of concern? (Continued)



Online Questionnaire Responses:
Don't know
None
Not sure
Cliff along coast highway are a problem. I'd probably not allow development around them anymore.
N/a
Unsure
Nothing new to add
None since most/all beaches are county owned.
I don't know
Na
I don't have any concerns.
Hire good engineering consultants which I assume you already do
Beach erosion
Planting native California brush along hills (instead of planting crawling succulents) will help with both erosion and mudslides.
Again, create our own standard of building codes. Civil and structural engineering are our future heroes.
Again, regular neighborhood meetings where people gather at the neighborhood communal garden to make localized plans and discuss hazards in their community's. Regular inspection of buildings to ensure building integrity of homes in the event of an earthquake, tests of safety sirens in the events of emergencies, tests of public communication systems on a regular basis in which the community is heavily involved.
More hiking trails should be opened and maintained along the coast.
Maintain regular tree trimming on main streets and in neighborhoods. Keeping public sidewalks cleared of overgrowth and debris in all areas. Storm drain maintenance.
Capistrano Beach is a problem. Not only will rising tides eventually wipe out the houses, we are already seeing damage to the public areas and the sea wall when we have storms.
Capo Beach and cliffs along PCH .
No concerns
Maintain overgrowth to avoid fires.
Monitoring brush in canyons, maintaining evacuation routes
Na



Is there any other input that you would like to provide to inform the General Plan Update visioning phase?



Online Questionnaire Responses:
No
Allow for activities for neighbors to gather.
No.
Less development more emphasis on the services that serve the residence, keeping it safe, healthy, happy, and affordable :-)
No
Keep up the good work!
Stop putting in building that the style does not match our city they belong back in Irvine
The plan if it refers to the capo beach bus depot should be voted on by the capo beach community only and the votes should accompany the publics general needs and wants for the area. To take care of beaches and to beautify the area increasing tourism and decrease the events that create more noise and pollution. More public events would bring revenue without destroying the area and neighborhoods. We once had a quite beach towns and now the city seems to think party tourism is better than beach and resort tourism.
Stop short term rentals and Airbnb style rentals. They destroy communities and take away housing. 90 day minimum rentals only.
Prevent overdevelopment and make sure Dana Point stays laid back but still moderately improving the city
No
Keep Dana Point small/ don't over grow it and cause congestion and traffic
No
No
At the risk of overstating, Dana Point is a nice town that we love living in. That said, it could be SO much better! The plan is on point in a few areas such as the much needed Harbor renovation. Follow-through on that direction by investing in renovating and improving the vital beach areas. Transform the town and shopping areas into a gathering place for visitors and residents alike. If done correctly, Dana Point could become the crown jewel in coastal Orange County.
Growth is not always good.
No
No its a great city
No
N/a
I like plays in the park. And other performing art shows
My concern is getting priced out of being able to enjoy the harbor, etc, and becoming overwhelmed with tourism.
Bike first. From Salt Creek, to a vibrant downtown, Doheny Village, and then south through a beautiful, sustainably managed, public coastal park. It is going to be gorgeous.
Not at this time
Please make it a smoother process for residences to remodel; no more sub-contractors from other cities in the permit office...disrupts process. We need to make it attractive to renovate aged properties (ex: apartments by City offices...Golden Lantern and Stonehill corner), as well as for Small business owners to establish their businesses and renovate their business space.
Na
No



Other Input

Q16

Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Help educate and inform residents who are extremely stubborn NIMBY types. Dana Point needs to continue to evolve and grow for the coming generations, we should not stand in the way of modernization and opportunity creation, rather find ways to encourage it in a way that keeps the essence of the town and avoid heavy handed overdevelopment.
More ocean education for kids
Enhance the drivability and walkability aesthetics of Dana Point. Ideas include: plant evergreen trees and California wildflowers, bury the power lines, add Surf and whale art. Attract upscale retail stores and organic grocers. Encourage local businesses that provide unique experiences and foods special to Dana Point.
Adding a business center area
Probably not that you will take into consideration. I am afraid Dana Point has been bought and sold by greedy politicians and builders.
Happy that we will update things around here and look forward to making things family friendly and nicer areas to hang out in!
Not at this time. Thank you for the opportunity for feedback!
No - just fix the noise issue
No
Keep the local culture and history alive and in place. Never loose it as it can never be replaced
Not at the moment
Showing a progress bar on the survey would be helpful! I have limited free time because I have three small children and wasn't sure when I would be able to take this survey uninterrupted. Thank you so much for providing this! Please give a date for when you will stop collecting feedback on this form. I'm going to share it with friends and families and neighbors!
Yes, allow it to move forward. I know so many older residents here are trying to fight against the planned updates. Dana Point can thrive as a coastal community and the revenue this can bring to our city is beneficial. I look forward to Dana Point becoming more a place that has more local restaraunts and nightlife.
Don't be bullied by the "old guard" about new and engaging businesses/restaurants that want to come to the city. There will always be those that are resistant to change but they are not the only voice.
Resources should be focused on Doheny Village as this could be an epicenter that celebrates Dana Point as a Whale Heritage Site and be another bright center for Dana Point.
Yes
With growth comes more traffic in a bad way. Bringing many tourists to the area brings not only \$\$ but more crime, littering and disrespect for the environment. I lived in Santa Monica previously and when the concerts got too big and the train was built from downtown LA, Santa Monica became overpopulated (too much traffic to leave the house in a car) and dangerous with crime. I hope Dana Point doesn't make the same mistakes and has the resources to address these types of concerns.
I would like for the City to ask the County to build a new Pier / Wharf in the Harbor area -- such as extending from the tip end of Puerto Place. This installation would be great for attracting tourists and fishermen, and could also feature a freight spur track connection with BNSF (so that our Harbor can have some cargo-handling capability). A small Coast Guard facility would be wonderful as well. These would be especially useful in the event of a regional disaster or emergency -- since no other socal harbors (other than an Diego/L.A.) have rail access. This important capability was actually planned for San Clemente's historic 1947 harbor design that was never constructed.



Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Please keep the residents first. I would like to see the planning team try to preserve some of our older buildings. We should not lose the charm, it doesn't mean a dry rotted termite infested building can not change, but try to preserve the old look with today's vibe. I understand this can be a challenge, but it will attract the right investors in the next 20-30 years. For reference take a look at Danville CA.
1. Use current General Plan as starting point.
2. Current General Plan has not been able to prevent over-development, e.g. Majestic/Raintree project.
3. Measure H approved by voters narrowly avoided even more onerous measures being included in Majestic/Raintree project. Include provisions of Measure H in General Plan.
4. Note that the Dana Point City Council at the time was pro-development. They lobbied against Measure H and went so far as to put a Measure I, a measure to nullify Measure H, on the same ballot.
5. The Dana Point City Council cannot be counted on to enforce the General Plan. It is too easy for outside special interest groups to influence elections and to place pro-development people on the City Council.
6. To prevent the City Council from overriding the General Plan, adoption of special development districts and variances to the General Plan should require approval by voters in Dana Point, not the City Council.
7. Need to include specific regulations to limit building height, prevent consolidation of properties and building over alleys and roadways, provide adequate parking, and manage traffic.
Keep on maintaining parks, encourage festivals/events/ revitalize Lantern District and no marijuana dispensaries.
No
Don't let us move towards becoming Newport, etc.!!! Thank you!!
I have been watching the rehab of the downtown business district and think it is shaping up really well. I have the same hope for the harbor rehab. I really like the small town feel of our community and hope that it remains.
I love this city! Would love some night markets and a second north-south route on the trolley.
I look forward to hopefully getting involved more with this process.
Invite musicians to compose a song about Dana Point
Development is good, as long as it doesn't turn us into another Laguna Beach - crowded, too much traffic. We can modernize, and add housing, in sensible ways that maintain the character of Dana Point as a quaint and quiet beach town.
Thank you for providing me an opportunity to give input! My themes have been landscaping, lighting, improving pedestrian experiences, removing power lines, and encouraging a greater variety of businesses as well as encouraging property owners to keep their commercial properties looking good. That is really it!
Have themes (e.g. Modern coastal, Mediterranean, or Cape Cod) throughout the City and dedicate resources to the areas that currently have the most blight and potential. South Doheny and Capistrano Beach could be one of the new highlights of Dana Point especially if a luxury developer like a Four Seasons could match the experiences of the Ritz or the Waldorf.
Protect the small town charm of Dana Point. Resist adding dense structures and attract upscale retailers/businesses.
N/a
Not at this time. I will provide further comments at Plan Dana Point Workshops and pop-up events.



Q16

Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Give the public real time lines are the harbor redevelopment. The boat stack should have been done by now.
Dana Point is already so great, and it is definitely growing/developing. It is important to do so in the correct way making it equitable, pleasant, safe, etc for its residents now and future residents. Thank you! Hope this helps!
Please listen to residents, property owners, and business owners over outside interests and political purposes.
No
Na
Dana Point has come a long way in the 6 years that my wife and I have lived here. We have since gotten married and had a little boy. We absolutely love spending time outdoors, love the beaches in Dana, we love the summer trolley, and overall love the community. The general trajectory is great and I think if we keep heading in the same direction it will only get better
Will need to review and attend presentations to assess that.
Like I said before, the harbor could use a little facelift but please keep the charm that makes Dana Point, DP. There is no need for another Newport. If I wanted to live there I would.
Please continue to involve the public. This is important work and we should all feel a sense of ownership, accountability for it's long-term success and stewardship.
I appreciate the city seeking our input. I am not a no growth guy but I think it is imperative to take in slow and minimal to maintain the gem we have. Newport Beach, Laguna Beach, & San Clemente in that order are an example of unmanaged growth.
Remove the ugly elephant statues and replace with contemporary art. The charity for the elephants is located in San Clemente and the buisness behind it is also in San Clemente, and elephants have no connection to Dana Point. I personally donated \$50k to the charity, but still want the elephants gone. Please!
Coastal exclusivity and environmental/social justice
N/a
Keep Dana Point beautiful!
Please stop the development it's getting out of hand
No thank you.
Watch the store close it's impossible to undo some poor choices such as apartment houses on Del Prado. Can you imagine multi-story apartments in Carmel? Dana Point is beautiful and unique and deserves care. We appreciate the city employees who do such a thoughtful, good, difficult and often thankless job.
I think that Dana Point Development is important. After living here over 25 years I think that development is encouraged and supported by the City. I think that residential needs have been considered when planning development and yet I think the actual benefit to residents have not been very visible. I think it is out of balance. Dana Point could be more residential friendly. Encourage your businesses to give back to the Community (like previous Yappy Hour at The Ritz and previous Holiday Celebration at The Waldorf) Create a more walkable or car less (year round trolley if the community supports it) Community. Encourage businesses that people need to locate in the downtown area. It is great to be able to walk to the post office and my bank. I want more businesses that I use to be accessed in my downtown area. I want a organic grocery store. I want a small movie theatre that hosts vintage movies and live music. I want everything that most people enjoy to be in Dana Point. I don't want to have to go out of the City to shop/dine/play. One more thing. I appreciate your questions about supporting our infrastructure. For public safety and for a good foundation for our future we have to improve our infrastructure. Thanks!



Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
It has been very sad to see restaurants forced to close or be closed in the future because of the harbor revitalization plan.
Control the amount of short-term rental permits to a bare minimum.
Review of current policing and security to determine additional needs once the harbor project and downtown renovations are nearing completion.
Please keep nature in mind. I had to live in the LA area for a few years and the name "Concrete Jungle" is both true and ugly. I recall coming back to DP to see my parents and being struck by seeing trees. If you want to develop, include natural scenery, trees, green etc. Strands beach is a disaster. Use to be a beautiful beach and now we look at a bunch of people that don't even live in Dana.
Dana Point is blessed with a surplus of funds. Let's make some investments that will benefit the long term.
Yes listen to the residents of the people who actually live here, the city planner doesn't have the best interest for the city
Combine elements of building a strong community with single family homes and safe neighborhoods to attracting upscale tourists with world class amenities. Have a theme with landscaping such as tropical or cape cod.
No
I can see how certain areas are being updated and certain spots still look old so I say update all or update none. Is there a plan to update the area where RJ's the lot across from the Harbor so it can match the Harbor?
Priority should be residents, not commercial
No
Improved internet connectivity options. Dogs allowed on beaches during specific seasons / hours.
?
Don't turn Dana Point into Corona Del Mar - it's just up the road if you want to go there. Keep the City's unique heritage of ocean recreation and character that affords comfortable, un-urbanized living.
No
No
Please underground power lines.
Keep the building heights down (3 or 4).
No
I would like to see if we could go to LAFCO and see if San Clemente would consider taking the upper part of Capo Beach (the Pine Parks area). I believe it would benefit both cities and allow those who complain most an opportunity to leave the rest of DP. It seems that they scream the loudest, yet live furthest away.
Please keep it coastal! The big boxes on Del Prado are so disappointing. The design needed to be less Mediterranean and more coastal. They are awful! Where is the weathervane, portico, oval windows, copper awnings, window boxes, window shutters, etc.
Let's keep Dana Point beautiful and relaxed!
We oppose the expansion of str.
No
No
Listen to PAL and take action on taking the ugly and dangerous poles and lines down by going underground.



Other Input

Q16

Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Do not turn our town into Newport Beach!!
I think it would be nice if they reviewed all of the bicycle lanes in Dana Point and tried to make them all safer for the bicycle riders. I think you need to leave room for the electric bicycles to go around the people that are not riding electric bikes in the bike lanes. There should be a speed limit for electric bikes in Dana Point
Free music in plaza
Improve communication and public disclosure
Have vision that brings parts of the city together
Grounding Power lines, Adding Sidewalks
Don't cave in to WOKE ideology like other cities & counties.
I wish I believed that DPs council will pay any attention to this input. They are a huge disappointment as they seldom represent the interests of residents.
Put utilities underground.
Del Obispo sidewalk needs landscaping improvements and all of our welcome to DP signs are ugly and dated
Put the residents first and not business interests. Stop building multi story mixed use buildings. Downtown doesn't feel like Dana Point anymore!
Underground utilities in the residential areas before the commercial and public areas and streetlights in Capo Beach.
Please seriously include a plan for underground utilities in our older neighborhoods. Right now it is a jungle of outdated ugly poles and wires going every which way, over buildings, backyards and even through trees This would greatly improve our quality of life. Providing a safer, healthier place to live.
I do not understand the idea behind the very tall first floor commercial in the Lantern District. It adds height to the buildings but no additional usable space by the tenants
Best thing is clean, maintained
Underground utilities
Please put a priority on safety in Dana Point. It's feeling edgy like West Newport/San Francisco, and we need to get ahead of it. More police presence and efforts to deal with drug addicts that might harm themselves or others as a priority. It's a beautiful city. Just needs to clean up. City council and staff are doing a great job. We just need more police presence.
I think I touched base on about it all! I'd love to be more involved and appreciate this survey! I have passed it on to several others who will also appreciate it! Thank you!
Provide gentle reminders of the city's no smoking code to those abusing it, especially in high use areas like marina, beaches, etc.
You are doing a great job!
Listen to residents more than donors or special interests.
It would be nice to have a culture center.
No
Put electric and other cables underground. Have better control over str. Sack the DP elected council.
We are the home of SpongeBob Square Pants, so let's get something in place to celebrate that and create another destination reason for visitors.
Will think on it
STOP the lackluster design of new buildings. Dana Point can do better
Finish the harbor ASAP



Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Capistrano Beach is historically overlooked for the rest of Dana Point. Building a younger demographic focused neighborhood in Doheny Village is critical for balancing out the large number of people aging in place in the town.
Estrella is also another opportunity to use existing infrastructure to create a new business street rather than a smattering of shopping plazas. This with increased density on the major street would easily make another walkable neighborhood.
Thank you for soliciting comments. It's important to have an agreed upon vision and policies to support that vision as the downtown area/harbor revitalize.
Massive amounts of EV charging stations in public and private lots. Make the bike lanes safer - there is little room on Del Prado for a delivery truck and a bike. More parking and use trolleys year-round.
Please keep Dana Point quaint and beautiful and not a crowded, high rise uninviting city
Be aware that ocean views are very important to land owners and the cities budget. Property values matter and the taxes that are paid due to the many views that neighborhoods enjoy. Park trees and shrubs need to be maintained with views and safety from the potential of inappropriate behaviors.
I would like the City to do more regarding beautification of sloped hillsides.
Keep Dana Point family oriented and traditional values based.
No
Cleaner streets, slurry more often
N/c
Utilities underground #1 here
Need to enforce parking on the corners within the Lantern District and other housing areas.
Get rid of electrical poles / lines
Underground Utilities a must
I hate to sound redundant but the above ground utilities must be removed as soon as possible.
I would like to have the opportunity to read the draft and provide comments. Please post in the cities website how we can review and provide comments and recommended edits.
Keep a handle on the homeless problem. Create services for the homeless in outlying/hidden areas.
Underground utilities & remove overhead power lines.
A designated area for homeless two spend a night and get a shower
Not at the moment
Underground the utility lines!!!!
Please consider moving residential electricity lines underground. Thank you.
We need to create a community that is attractive to the next generations and young families as they are the future. Through well-rated modern schools, community events/activities, and recreational opportunities, so that Dana Point is a city that you don't need to leave on the weekends, we have it all right here.
Please do not forget Doheny and Capo Beach.
Traffic flow, convert to underground utilities, fire safety
Power lines in Lantern District are dangerous, unsightly and need to be placed underground
Don't keep increasing density. Upgrade what we have. Keep planting native plants. Require a beach theme when approving new building plans. Develop a national marketing plan to highlight how unique we are... We don't want to be another Newport Beach or Laguna. Let's be a bit "funkier" like our cool surfer roots...



Other Input

Q16

Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Stop crazy development that the city thinks are improvements and are in reality detrimental to our community.
I am afraid the harbor revitalization will over develop and create too much traffic and lose the laid back vibe of the harbor
Use common sense. Stop being led by the dollar please
Maintain unique vision throughout Dana Point, it will enhance visitor's recall of their time here if we provide a visually different experience compared to our neighboring towns. We are uniquely a harbor / boat town, maybe we lean into this more heavily throughout.
Better and safer access in and around PCH
Please keep our neighborhoods peaceful, and long term rentals affordable for city employees, by minimizing short term rentals. We have plenty of hotels for visitors.
Please keep Dana Point a quaint beach community. We are not a cruise stop or tourist hub. We have many citizens who care and would participate in beach or trail clean up. Undergrounding utility lines are major need for modernizing the city and safety. It will also help property values to ensure tax revenue for city in future.
Dana Point needs a more cohesive look, plan with all the new building going on.
Stop building such high, unattractive buildings downtown.
No
The Lantern District needs help. The sidewalks are all cracked, we have ugly power line poles, now ATT installed more cable lines. Too many power lines all over.
Underground cables!
The utilities and powerlines are an eyesore to our otherwise picturesque community
Don't over develop. Don't try to maximize the buildable envelope of every project proposed.
No
No
Not sure
Underground utilities
Safety first
None
Again, make development along PCH more attractive. An example is the new Starbucks - so tacky. Plus no more fast foods along PCH. Just look at San Juan Capistrano to see over development destroying the town's charm. And all those fast food shops as you enter SJC - poor leadership. Lack of vision. Did the elected officials sell out? So sad.
I think Dana Point got sold out to developers and us already overbuilt
Focus priority on quality of life for residents, not as much on hotel tax income.
Yes--The information for the visioning phase should be mailed to all residents.
No
Require stricter scrutiny of new development to ensure compatibility with the classic beach town vibe.
Fix the part of the city that is already there before adding new projects
If we are going to develop our town, try to get it more of an identity and style so it doesn't look like anywhere else.
No
It's easy to get caught up in the excitement of new and cool stuff - things that can make Dana Point a desirable place to visit and live. But let's make sure to identify and creatively address potential problems - whether traffic or maintenance. These are all predictable and therefore should never become problems.



Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
Also, while making things desirable, let's leverage visitor revenues to maintain our local infrastructure. Keep things nice for residents.
And let's not price ourselves out. We want residents of all ages and stages to be able to live here and have a vested interest in the community. So many visitor areas have become either shabby or exclusive because they lacked appropriate planning for a balanced and realistic vision.
Dana Point should strive to be a business-friendly environment and continue to grow in terms of both residents and tourism. We need to keep Dana Point safe and do what we can to prevent a surge in the homeless population that is plaguing many coastal communities.
Make Dana Point a recognized leader of municipalities in the area of trees per citizen or square miles. This is becoming a livability standard in cities across the US. Let's plant trees and use this to highlight Dana Point's forward looking vision.
None
If you listen to one thing on this survey, please prioritize putting the electric poles underground. It is a major financial risk for the city in the case of a crisis, and removing them would also improve views and property values, improving economics for the city too.
1) the new apartment buildings along PCH are not attractive at all. Why not plan buildings with more greenery, greenbelts, walking paths? The ones that went up now dwarf the other smaller shops and are not in line with the original beach town, cape cod look that was so charming in the beginning. Ask most residents and they will say they dislike the buildings, don't go there, can't park or don't know where the parking is. 2) the utility poles and wires are blocking beautiful views and could create safety problems. Time is now to make provisions for the future and put the wires underground.
Please bury the power lines that are still above ground. It is unsafe and an eyesore for our community
Not at this time
Community first through process
No
When you look at the map with the various logos for traffic, etc. There are few in the major residential areas inland from Stonehill Road. That is where many of our residents live! Certainly this area can discussed in more detail for improvements over the next 20 to 30 years! We vote!
Please take care of the residents and not just your pet projects. The utility lines are a major safety issues in the older neighborhoods.
No
No
Thank you for asking for input!
Dana Point needs quality indoor live performance venues to capitalize on the success of Ohana and other festivals.
Please remember young people are way less likely to participate in these type of community polls and events but their opinions guide income and growth for the future.
Avoid the tall structures being placed downtown, Dana Point is losing its identity
No
More concert events
Provide additional cost effective housing solutions for young people to be able to stay in the area; micro unit apartments
No
Please don't turn Dana Point into Newport Beach.
No consideration to cruise ships or hostels as were proposed in the past. That made me shudder.



Other Input

Q16

Is there any other input that you would like to provide to inform the General Plan Update visioning phase? (Continued)



Online Questionnaire Responses:
I'm concerned about increased traffic, less parking, and more crime.
Evolve but do not turn our precious little town into another Newport Beach. Not all progress is good. Keep things small and intimate not big and corporate. Let small business thrive, keep things local.
No
No.
I hope in the future that Dana Point will become a leader in public transportation, and will become less dependent on cars to get around.
This isn't a low income location. Don't try and stick a square peg in a round hole by trying to fit low income housing into this town.
Please add a sports park
No
As long as it doesn't turn in to Laguna Beach or Newport with the snob factor, I'm happy
Improved landscape from public accessible areas (understood that most private/HOA owned). Good example is the hillside bluff on Camino el Avion between Golden Lantern/Niguel. It's all weeds that are mowed in early spring. Looks horrible.
Please remove the breakwater to restore the natural flow. I believe the diminishing beach sand in San Clemente is caused by the Doheny harbor.
Power lines need to come down!!!!!!!!!!!!
I'm pretty unimpressed so far with the ground floor flagship retail that's gone into the new apartment complexes on PCH/Del Prado. A bank? A physical therapists office? Another surf shop (we have enough) and (another) dive shop? Who are those attracting? That's not going to make anyone want to necessarily live and/or visit the area. And what's the plan for the Post Office space that's taking up an enormous amount of prime space downtown? That should be moved somewhere out of downtown.
No
No more high rise residential buildings in downtown
N/a
How might we incorporate alternative energy sources throughout our city - that could provide opportunities for less grid dramas in our future? Solar, wind, tide, etc - with battery backup. Can these elements be part of our architectural vernacular?
Think covered awnings along our downtown walkways, etc. Or rooftop PV on all buildings.
We need better restaurants at the harbor. We have a great little harbor but it could be more romantic. It needs a facelift to get it to be a more quaint and romantic experience.
Keep the small town feel with appropriate development, signage, landscaping, and well-maintained streets/streetscapes.
Thank you for giving me this opportunity to weigh in. I look forward to attending a workshop.
Not at this time
We have to get out of the small town surfer mentality and get vibrant and current. Aspen is a great example of a cool, sophisticated small town
Need to work on crime and burglaries, keep homeless under control, improve and add to beach and hiking trails.
N/a
No



7.2 Interactive Map












The City of Dana Point developed and launched an interactive map on which participants provided location specific comments. The interactive map was made available to the public from February 15, 2023, through May 19, 2023. A total of 127 comments were submitted on the interactive map.

Participants could drag and drop icon markers, which related to a series of topics, onto a map of Dana Point and then leave a comment related to the selected topic. The pin topics largely aligned with the General Plan element topics, as well as community identity topics. There was no limit to the number of comments any individual community member could submit. Further, participants could review all submitted comments and up-vote or down-vote any given comment. A total of 758 up-votes, and 162 down-votes were captured as part of the interactive map exercise.

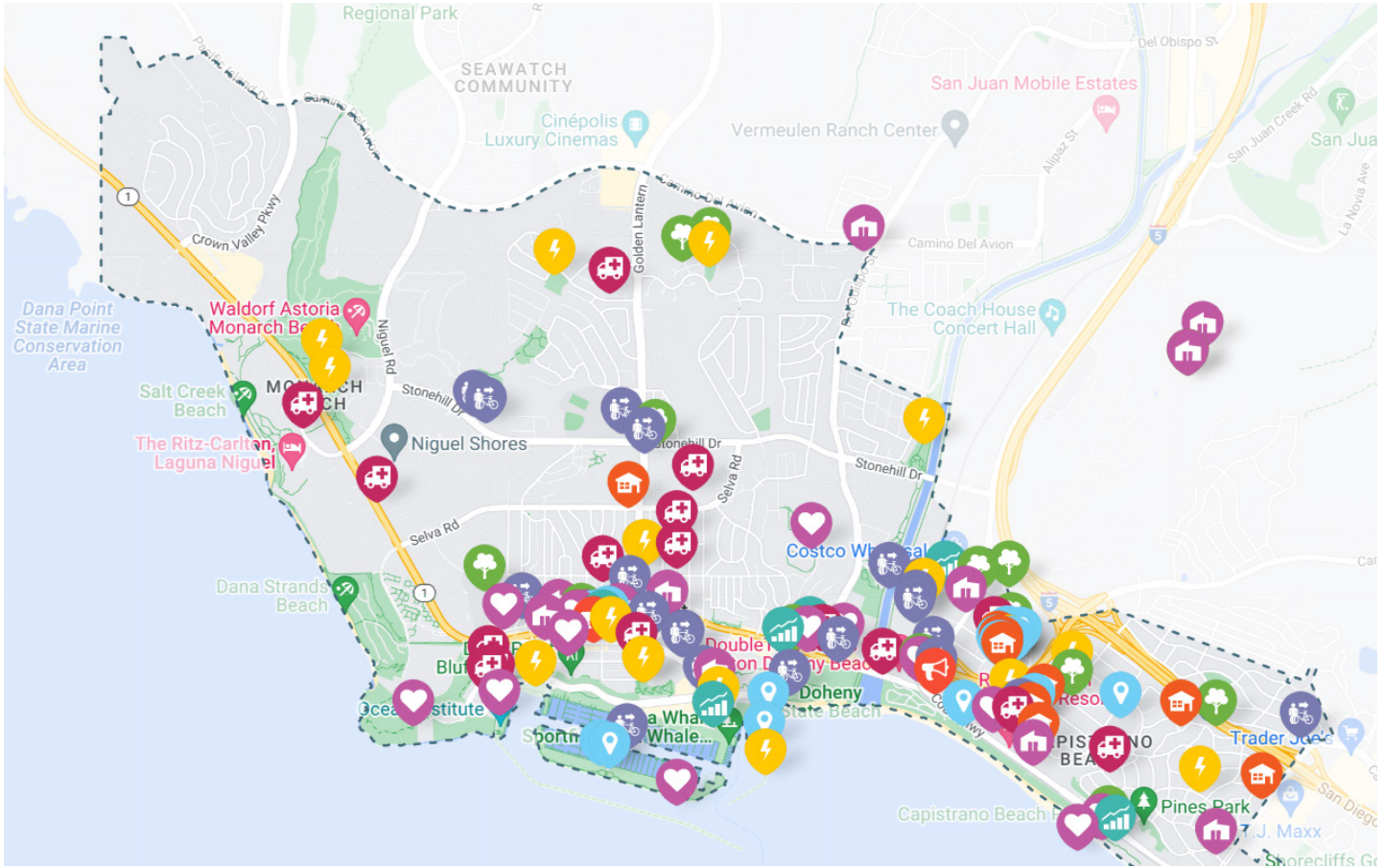
The PlanDanaPoint.com website included a link to the interactive map for ease of access from anyone interested in the General Plan update. A QR code with a direct link to the interactive map was included in the business cards and boards made available at the pop-up outreach events.



Choose the type of comment that you would like to leave

- 
 Dana Point Iconic Features
- 
 Economic Development
- 
 Public Safety
- 
 Land Use
- 
 Circulation
- 
 Open Space and Conservation
- 
 Housing
- 
 Urban Design
- 
 Public Facilities and Utilities
- 
 Noise
- 
 Share your Dana Point Story

Marker icon options displayed on the interactive map.

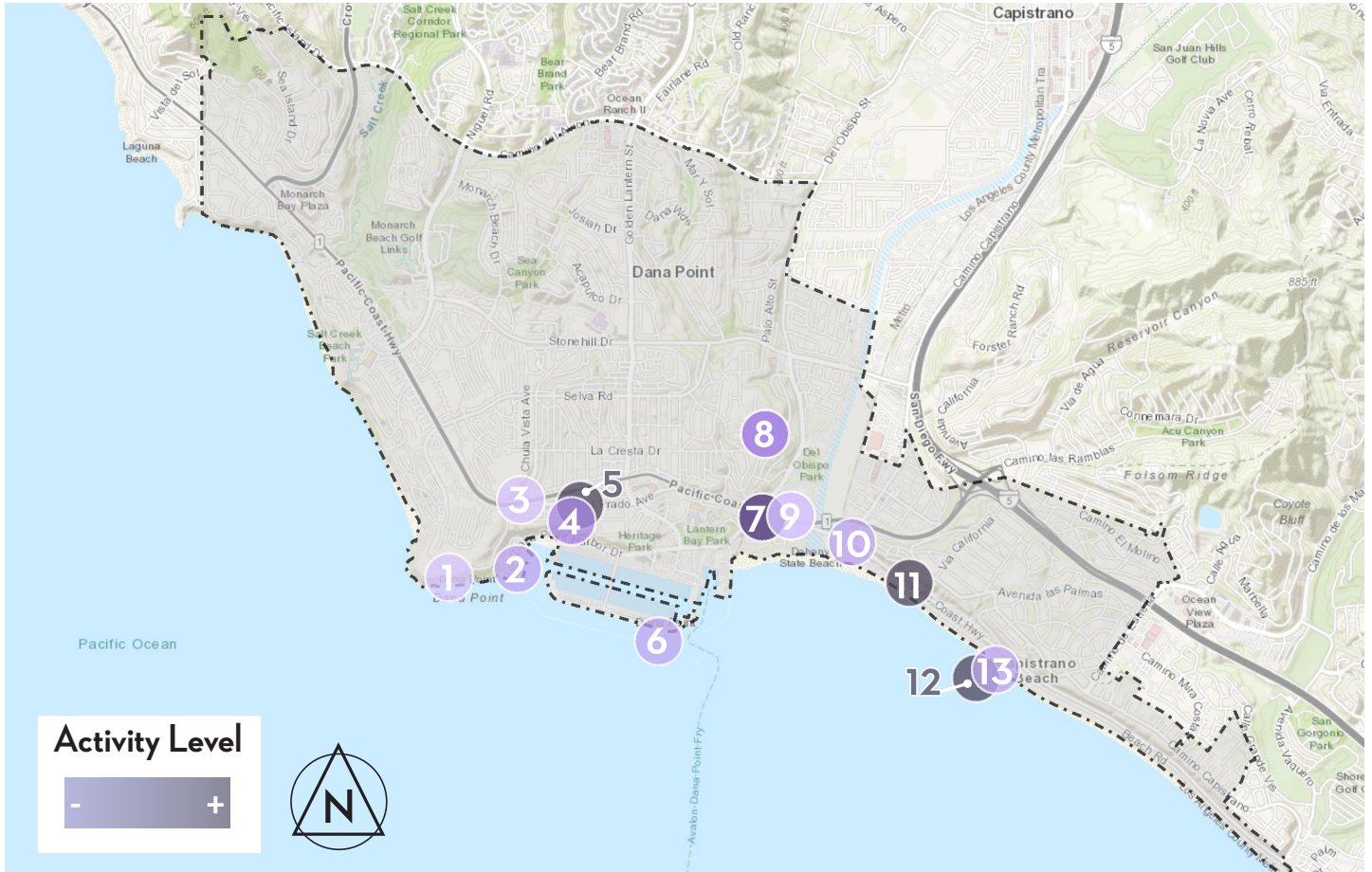


The interactive map showing the comments markers submitted.



INTERACTIVE MAP COMMENTS - ICONIC FEATURES

What is the most iconic feature that represents Dana Point? Please indicate its location.



Interactive Map Comments, Dana Point Iconic Features



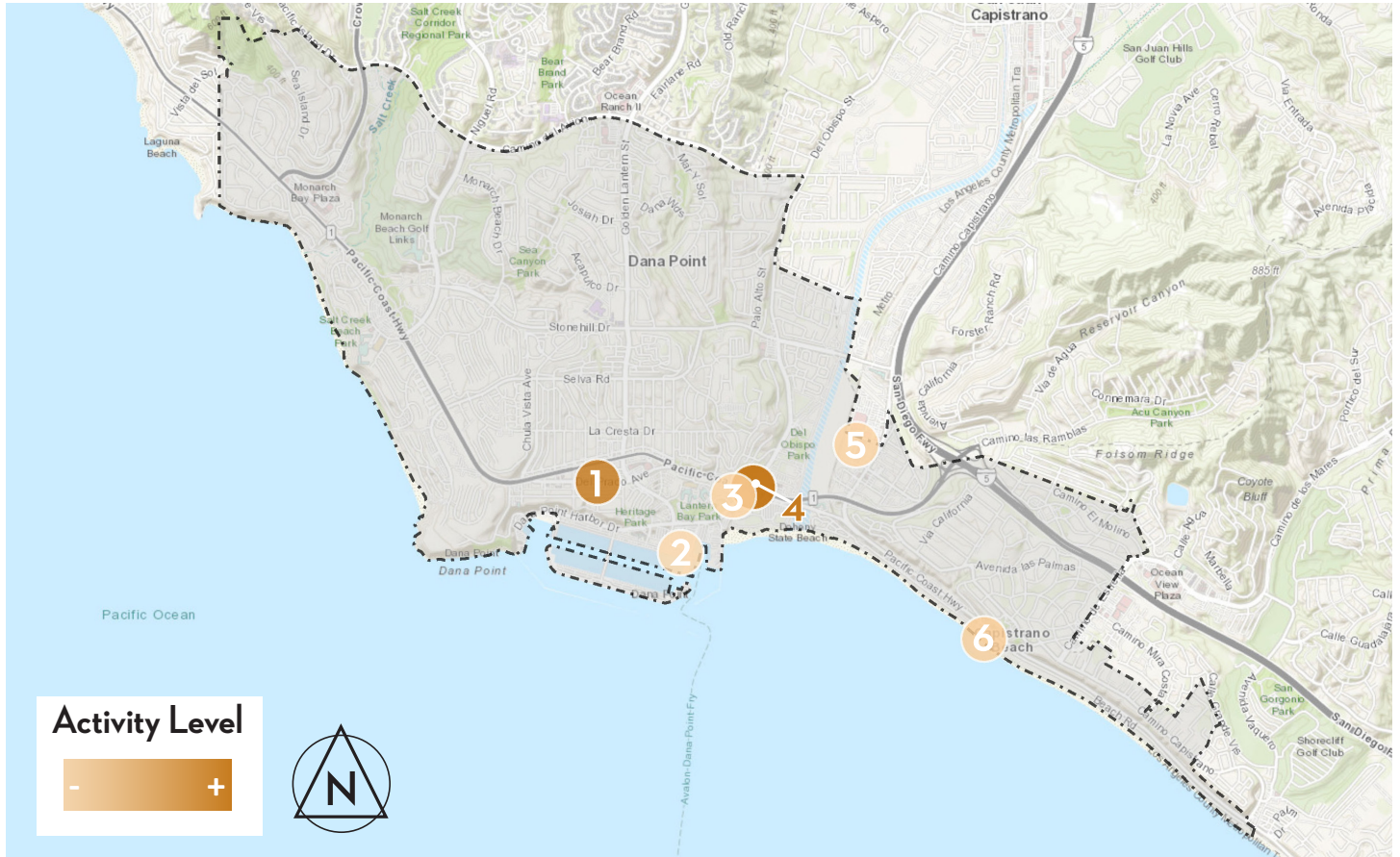
INTERACTIVE MAP COMMENTS - ICONIC FEATURES

Key	Comments:		
1	Something I love about Dana Point are the beaches.	0	0
2	Formerly home to the (replica) brig 'Pilgrim' which sank at anchor after years of deferred maintenance.	1	0
3	Street of the Blue Lantern @ Pacific Coast Highway: in April of 1958 at the north side of this intersection, Sheriff Deputies caught up to a converted school bus in their brand-new Ford patrol cars. In the shadow of a large billboard advertising passenger train service, a shootout ensued, shattering the quiet of sleepy little Dana Point. When the firing stopped, 5 people were wounded -- 4 of them fatally; this was a major impetus behind the founding of South Coast Hospital in 1959.	0	0
4	Restore the gazebo and clear the 100+ year old stone pathway, if not to be used, at least to be seen.	2	0
5	Host once a month a food truck night, like last Friday of the month or something. Similar to what they do in Venice on Abbot Kinney.	4	9
6	The former site of the famed 'Killer Dana' where some of Orange County's best surfing waves came in (until harbor jetty construction ended it in the late 1960s).	1	0
7	The City should use the empty lot across the street from Denny's to display nice artwork or create a plaza to commemorate being the whale capital of the world. This is something both residents and tourists could appreciate.	6	0
8	Dolph Mansion: this historic, landmark house is one of the oldest structures in Dana Point, and would be perfect for use by the local historical society. From the 1950s until the 1990s, it was employed as part of the 'Capistrano-By-The-Sea' psychiatric and substance abuse treatment center (operated by Dr. Howard Day), a facility where Hollywood actors came to detox.	2	0
9	Site of the historic, 1929 Richfield Oil "beacon station," now Deffenbaugh's ARCO. This was one of a chain of Spanish-style Richfield Oil Company service stations -- which had a 125-foot, 3-sided steel derrick mounted in front, so as to serve as an aircraft beacon during aviation's early days. Sadly, the original building is gone; its landmark beacon was torn down for highway widening in the very early 1970s.	0	0
10	Here is the historic, late-1920s underpass where U.S. Highway 101-A (Alternate 101) ducked beneath Santa Fe Railway's mainline to San Diego. This is one of the few untouched remnants of old U.S. 101-A in the area, where the original pavement slabs can still be seen and driven over. An identical (northbound) underpass was just to the north, but was filled-in during the 1970s when the modern SR-1 freeway was constructed.	1	0
11	Create an access bridge over or under the railroad tracks (it would be even better if the tracks could be moved inland). There's tremendous potential for Doheny Village - especially for a developer who may want to invest in an upscale neighborhood that has connectivity to the beach.	17	0
12	Construct a reef that will protect the shoreline and preserve our beach resources. Let's turn a negative into a positive and think big. It would be fantastic to have a usable beach that makes headlines for reasons other than King Tides and coastal erosion. Invest now for a better Dana Point experience and for future generations.	14	0
13	Demolished with dynamite charges in 1965, the Capistrano Beach Pier was a popular spot for local fishermen and residents. It would be awesome if the City could work with the County to have a replacement pier constructed...	0	1



INTERACTIVE MAP COMMENTS - ECONOMIC DEVELOPMENT

What challenges and opportunities are there for Dana Point businesses to thrive?



Interactive Map Comments, Economic Development



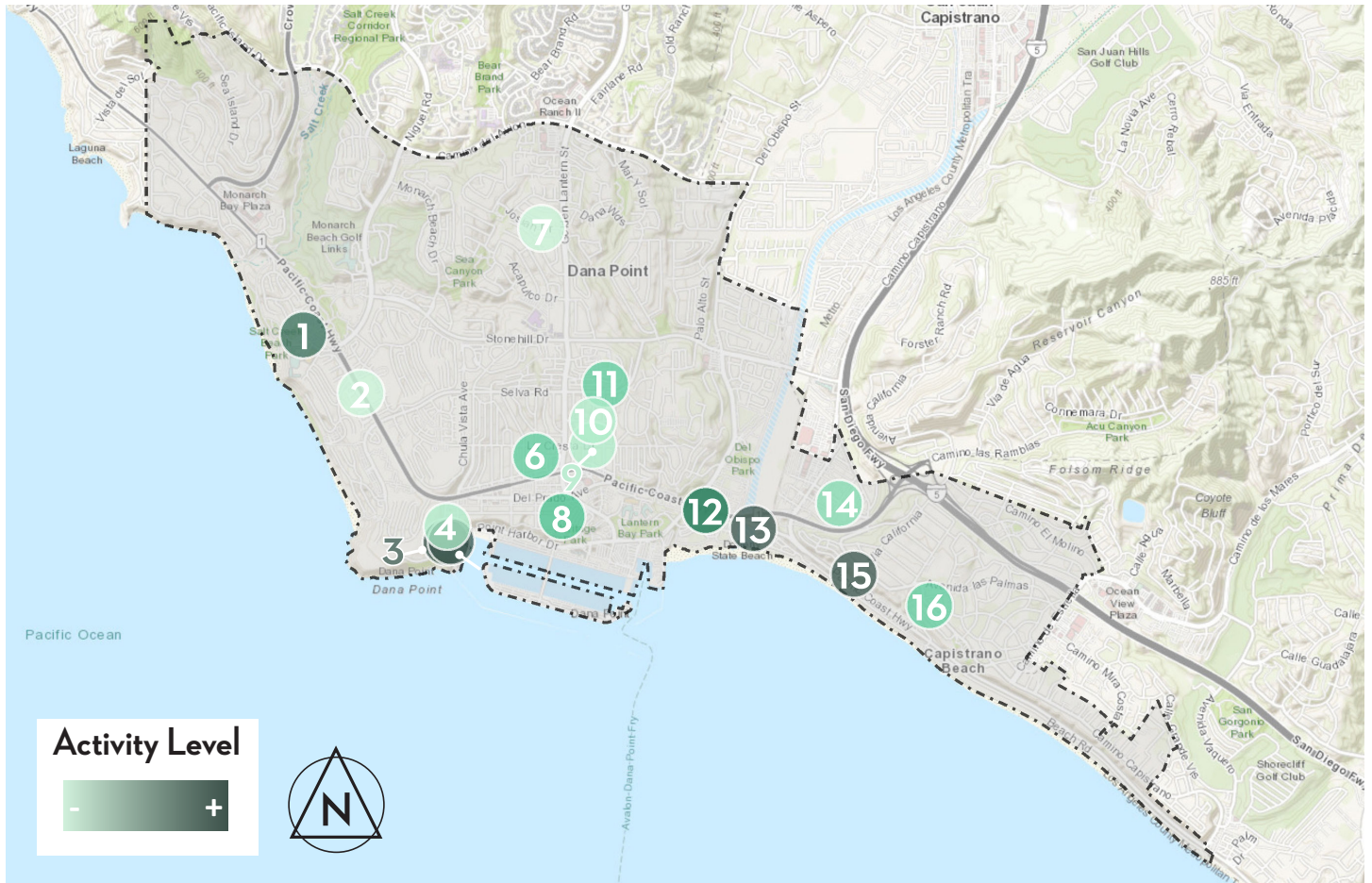
INTERACTIVE MAP COMMENTS - ECONOMIC DEVELOPMENT

Key	Comments		
1	Get upscale retail and restaurants. No corporate chain restaurants.	13	1
2	Encourage Coffee Importers to stay in the “new marina”	1	0
3	This piece of land has been sitting vacant for awhile. It could be used for additional parking, or maybe a 2 story parking structure? I see the single parking structure in the harbor not being enough. It would be a great location for overflow parking when we have big events in town.	2	0
4	Remove this Denny’s and replace with something that is not an eye sore	19	0
5	This center is dilapidated and could benefit from improvements.	2	0
6	OC Parks is taking their sweet time to “decide” what to do the Capo Beach erosion problem. When is the city going to step in and tear down the abandon red tag houses from the same problem? They could buy the properties for next to nothing tear them down and extend the park. Lets remove the eye soars.	3	0



INTERACTIVE MAP COMMENTS - PUBLIC SAFETY

What are ways to keep Dana Point a safe place to live regarding natural hazards such as fire, earthquakes, landslides, land erosion, and floods? Where are areas of concern?



Interactive Map Comments, Public Safety



INTERACTIVE MAP COMMENTS - PUBLIC SAFETY

Key	Comments:		
1	Add a safer crosswalk for people to cross to Salt Creek Beach/ the Ritz.	8	0
2	The “speedway” segment of Pacific Coast Highway, a scene of too many serious wrecks due to unsafe driving behaviors. Perhaps some additional Police Services traffic enforcement can be added.	0	0
3	Cove Rd could use more protection for pedestrians and cyclists who are forced to walk on the curb/gutter.	12	2
4	I 100% agree that Cove Rd could use more protection for pedestrians who are forced to walk on the curb/gutter. Some suggestions: 1) build stairs for pedestrians (and allow pets unlike the headlands). This would be a great exercise and attract hikers and runners 2) only allow traffic access to go uphill (exit harbor only) and use one lane for pedestrian. Add traffic light to allow emergency vehicles entrance. 3) Widen road and build sidewalk for pedestrians	1	0
5	I walk on Cove road. I’d like to see the downhill lane turned into a pedestrian walkway, with traffic only exiting the harbor one way (uphill) this would link the headlands trail system with the harbor. Benches and historical markers could be placed overlooking the harbor.	8	3
6	A designated crosswalk is needed at Violet Lantern and La Plaza to allow for people to safely cross this intersection, especially with many families walking small children to the preschool.	3	0
7	A lot of overgrowth on Josiah which leads to fire risk	0	0
8	I support enforcing the rules that do not allow overnight car camping on at the park and residential streets, Old Golden Lantern/Santa Clara/El Camino Capo.	4	0
9	Stop signs in all directions would promote safety for the users. If not stops signs put mirrors. It is hard seeing upcoming traffic in this block	1	0
10	Adding four way stop signs in this part along La Paz and La Cresta would be extremely helpful. With all the parked cars lining the street, it can be hard to see on-coming cars while I’m sitting at the stop sign. I know I have had some close calls	1	0
11	Please bury all power lines in the City of Dana Point. To not only make our City more beautiful but to increase the safety of its homes and commercial structures. The City of San Diego made the decision to underground all utility lines. Can we look into how they did it and adopt a similar plan? https://www.sandiego.gov/sites/default/files/uup_scoping_meeting_tswd_102218.pdf	3	0
12	Eliminate or limit public transit. Transients from out of town are able to access our community and create a nuisance in our amenities and landmarks like Watermen’s Plaza. Public transit also provide a means for outside cities to transport transients to our City. Also, let’s limit the means for outside entities to change our City. Note, that there is state law that allows developers to bypass local zoning and force high density construction by transit corridors. Protect our local decision making	6	1
13	Add in a bike lane or sidewalk for bikers and pedestrians to cross safely from one side of Doheny to the other.	8	3
14	It would be nice to finally see some kind of policing or public safety presence in Capo Beach that just wasn’t the occasional patrol.	2	0
15	Sober living homes should not be allowed in residential communities and definitely NOT near schools. Please do everything in the City’s power to protect our neighborhoods, schools, and children.	10	0
16	No parking in front of mailboxes. Mail carriers have communicated that they are unable to deliver mail with cars parked in front of mailboxes. It is frustrating for residents who simply want their mail timely delivered. Please make it a city ordinance to not allow cars to be parked in a manner that blocks a mailbox.	3	0



INTERACTIVE MAP COMMENTS - LAND USE

Are there areas in Dana Point that you believe would be good candidates for repositioning/revitalizing land uses? What type of land uses (e.g., housing, shopping, services, office, dining, entertainment, etc.) would you like to see in Dana Point, and where?



Interactive Map Comments, Land Use



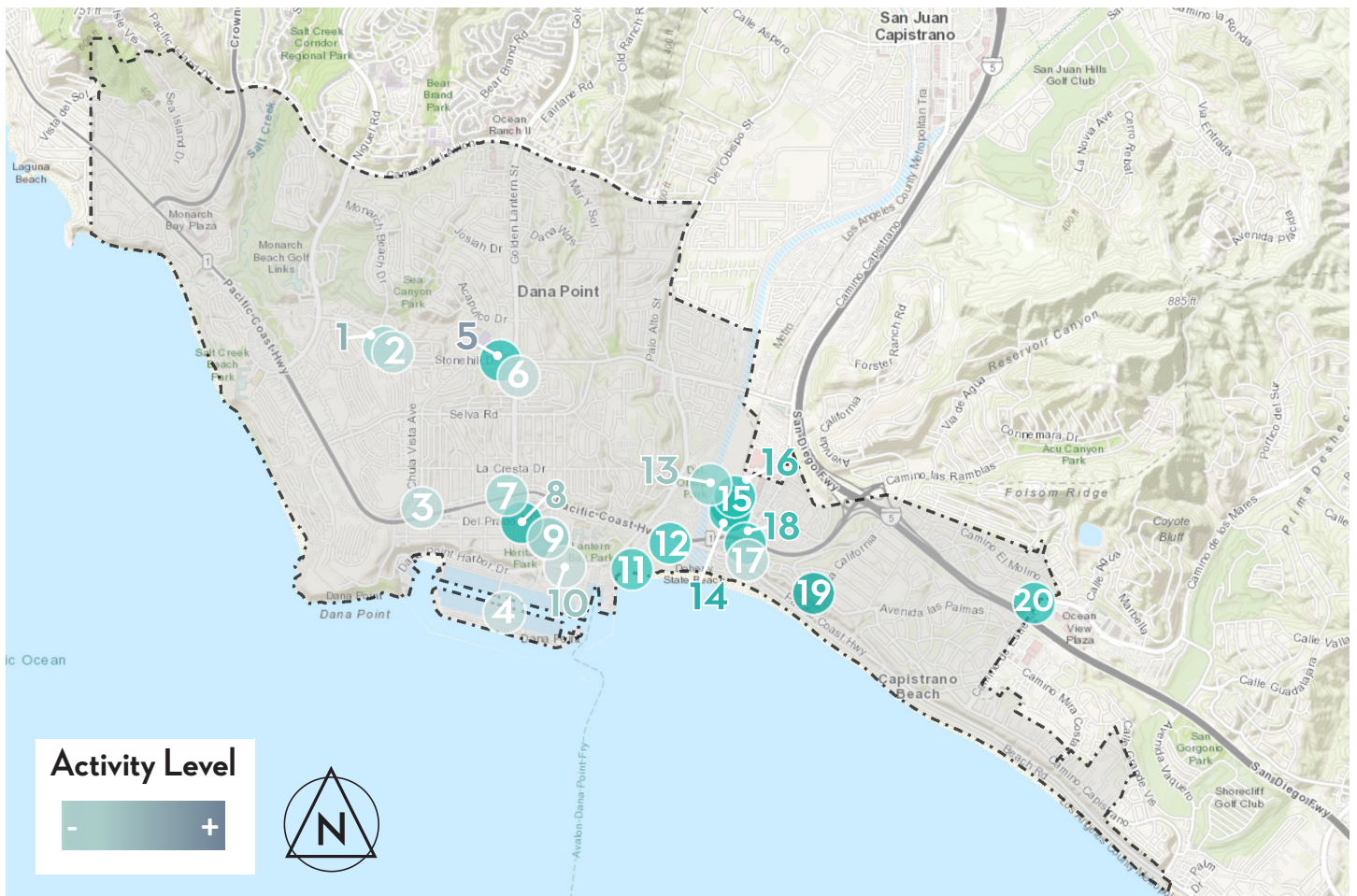
INTERACTIVE MAP COMMENTS - LAND USE

Key	Comments:		
1	Have a weekly Certified Farmers Market and close down partially the street similar to what they do in Carlsbad. And have it during the week not the weekend.	2	0
2	The original town center plan talked about relocating the post office facility... Including downsizing the 20,000-square-foot building and moving the distribution center. Is that still in the plan? Seems like a mixed use space with a smaller footprint for the post office would be a better use of space.	2	10
3	Dana Point's Harbor is home to several sea lions, some pleasant cottontail rabbits, and a veritable army of cute little squirrels, some of which are renowned for their leucistic fur coats...	0	0
4	Opportunity for increased park area and refreshed paths by removing excess parking. Great waterfront area is spoiled by cars immediately adjacent to the narrow sidewalks on the island bridge and island itself. A children's playground is badly needed.	8	5
5	Opportunity for a boardwalk next to the state park and harbor entrance. Today this prime ocean view area is wasted on a bathroom, dilapidated boat storage, rusting barb wire fencing, and little used access road with no seating or picnic areas. Small dining/drink stands could generate more income from state park visitors. Could unify the disjointed harbor and state park areas.	14	0
6	Puerto Place: a favorite place for locals to cast their fishing lines and relax...	0	0
7	Move the railroad inland. The waves are strong here and San Clemente and San Diego County has already experienced movement of the tracks and instability requiring significant funds being expended/wasted. Keeping the railroad here would be the equivalent of money being thrown away as the ocean cannot be defeated; these tracks will always be in danger. Move the tracks inland to better utilize the space for the community and visitors as a usable beach and to strategically protect the coast.	10	1
8	Bad idea to support a 350 unit apt. building here or anywhere in Dana Point. Crown Valley and Cabot/Forbes Road Laguna Niguel. The Multi story apartments are an eyesore, and have added to the traffic issues plaguing this intersection. I get the potential income the ground lease generates for Dana, but at what cost to the quality of life? Beaches are overcrowded, PCH traffic heading into Dana Point is super busy. This apartment location has poor traffic flow now! Low cost housing? At these rates?	13	1
9	Commercial vehicles should not be allowed to park overnight. This area seems to be a dumping ground, and commercial vehicles belong with their businesses. This area has a lot of potential and hopefully the people in the city start realizing it.	14	0
10	Please reconsider the planned apartment development. The traffic on and off the 5 fwy at PCH are getting worse and worse. Adding a large apartment development will only add to the increasing congestion.	2	0
11	Instead of the Toll Brothers proposal for an apartment structure that there is increasing opposition to, why not build an academic structure - this is a school district facility. Maybe an expansive pre-school or daycare facility. There could also be special vocational training to teach much-needed job skills to our youth.	6	0
12	Cars should not be allowed to park in ways constituting a nuisance or a hazard including on the city easement (there should be landscaping instead), in front of driveways, blocking mailboxes, and ways that are unsightly or make it difficult for residents, pedestrians, and other drivers.	15	0
13	Move Palisades Elementary to the bus yard/Toll Brother proposed site of large apartment complex in Doheny Village. This could be a win-win scenario with a better location for the school and the sale of premium single family lots at the existing Palisades site would attract a premium price. Neighbors would also rather see nice homes and families rather than the transient types that would live in a large apartment complex.	9	1



INTERACTIVE MAP COMMENTS - CIRCULATION

Are there opportunities in Dana Point for enhancing streets and/or public right-of-way to allow for efficient and safe circulation of all users? (e.g., people walking, bicycling, driving, taking transit, etc.)
If so, where?



Interactive Map Comments, Circulation



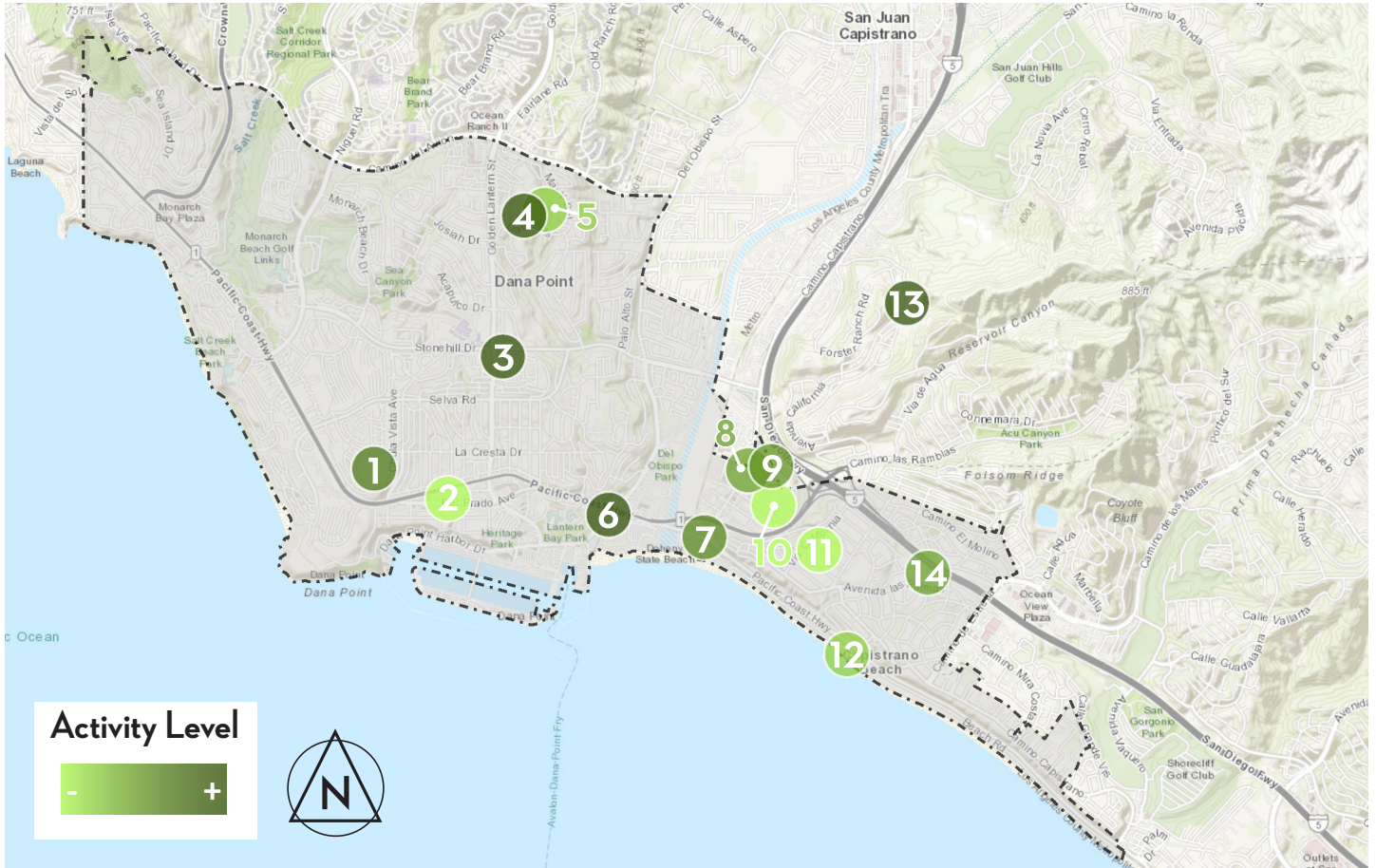
INTERACTIVE MAP COMMENTS - CIRCULATION

Key	Comments:	👍	👎
1	No footpath on this side of Stonehill	2	0
2	I think we need a bike / e-bike lane on Stonehill this will allow pedestrians to safely use the sidewalk. It may be a good idea to slow down traffic on Stonehill as well, lots of young adults use this street.	1	0
3	“Residential parking has become a concern near restaurants. The city sent out questionnaires a few years ago, but implemented them only on the streets where the majority of homes are owner occupied. Living near Coastal Kitchen/ Craft House has periods of time where finding street parking can be near impossible. I recommend that the city consider requiring parking passes where 1) residents can have parking stickers and 2) have the ability to EASILY print out unlimited guest parking passes.”	1	0
4	I would like more walking	0	0
5	No bike lane on Stonehill, this is an area with a lot of bike commuters and needs a bikelane	7	0
6	Traffic circles have proven to enhance traffic flow AND save fuel Golden Lantern and Stonehill is a perfect location.	0	0
7	Safety for cyclists along PCH going north towards salt creek and beyond! if paths are already existing, clearly mark them! cyclists deserve protection from cars and should be treated like a viable mode of transportation.	0	2
8	“A potential idea to help alleviate traffic and parking concerns, may be to establish a Dana Point shared-ride transit service, particularly for when it’s off season for the trolley. It also serves as a way to encourage locals to stay in town to dine, shop, and receive services. Laguna Beach has implemented one that could serve as guidance. https://www.lagunabeachcity.net/live-here/parking-and-transportation/trolleys/on-demand-neighborhood-transit ”	4	4
9	“Creating buffered bike lanes (conventional bicycle lanes paired with a designated buffer space separating the bicycle lane from the adjacent motor vehicle travel lane and/or parking lane) will do the following: 1 - Increase safety for cyclists; 2 - Promote bike travel over motor travel; 3 - Increase tourism 4 - Move ebikes off of sidewalks. See more: https://nacto.org/publication/urban-bikeway-design-guide/bike-lanes/buffered-bike-lanes/ ”	0	0
10	Traffic circles have been shown to improve traffic flow AND save fuel. Golden Lantern and Harbor Dr is a prime location.	0	0
11	How wonderful would it be to have a boardwalk the went from the harbor to Doheny?	6	0
12	More bike and pedestrian traffic should be directed towards the Doheny state park parking lot as opposed to residential areas (South Cove).	5	0
13	Please add a guard rail or some low fencing between the SJC bike trail and the drop off to the creek...so many people bike and run along here that for small kids just meandering through, it’s a bit treacherous with all the others zooming around...a simple safety measure would go a long way for peace of mind and prevention	2	1
14	Keep in mind the realities of how bike lanes may be used by juveniles and vagrants. People outside of the community can utilize bike lines to make a nuisance in our community. Bike lanes in today’s society may be more of a liability rather than an asset. Plan accordingly and in this case, less may be more. Thank you.	5	2
15	I think it is pertinent to keep the potential for a future Metrolink station in the plans for Doheny Village.	2	13
16	Very important - needs safe pedestrian and bike access from Village to Doheny Beach. Start trail from end of Victoria, under railroad, across desalination plant then connect with bike path at east bank San Juan Creek.	6	1
17	How do we get better access to the bike trails from Capo Beach? We could put in a path along the PCH that starts near Via Verde and goes down the hill crossing at the bottom signal. I’ve seen more than one close call for a bicycle going up Palisades. Near the top there is a blind corner and drivers do not slow down.	1	0
18	Access between the Doheny Village and the State Beach is very hostile. Better lighting, protections for bicyclists from on-ramp traffic, and a better pedestrian experience would reconnect the community with the beach.	7	0
19	The sidewalk along PCH is rarely used...people don’t park all along this stretch except for festivals. There is a sidewalk that lines the restaurants and hotels...could the beach-adjacent sidewalk be made into a protected bike lane? Yes, there is the Doheny parking lot but still, there is a lot of traffic that goes through there	4	6
20	Super dangerous crosswalk...this whole intersection feels overlooked because it’s a shared San Clemente- DP space. Please look into this before someone gets hit.	7	0



INTERACTIVE MAP COMMENTS - OPEN SPACE AND CONSERVATION

Where can passive and active recreational opportunities for Dana Point residents and visitors be added or enhanced?



Interactive Map Comments, Open Space and Conservation



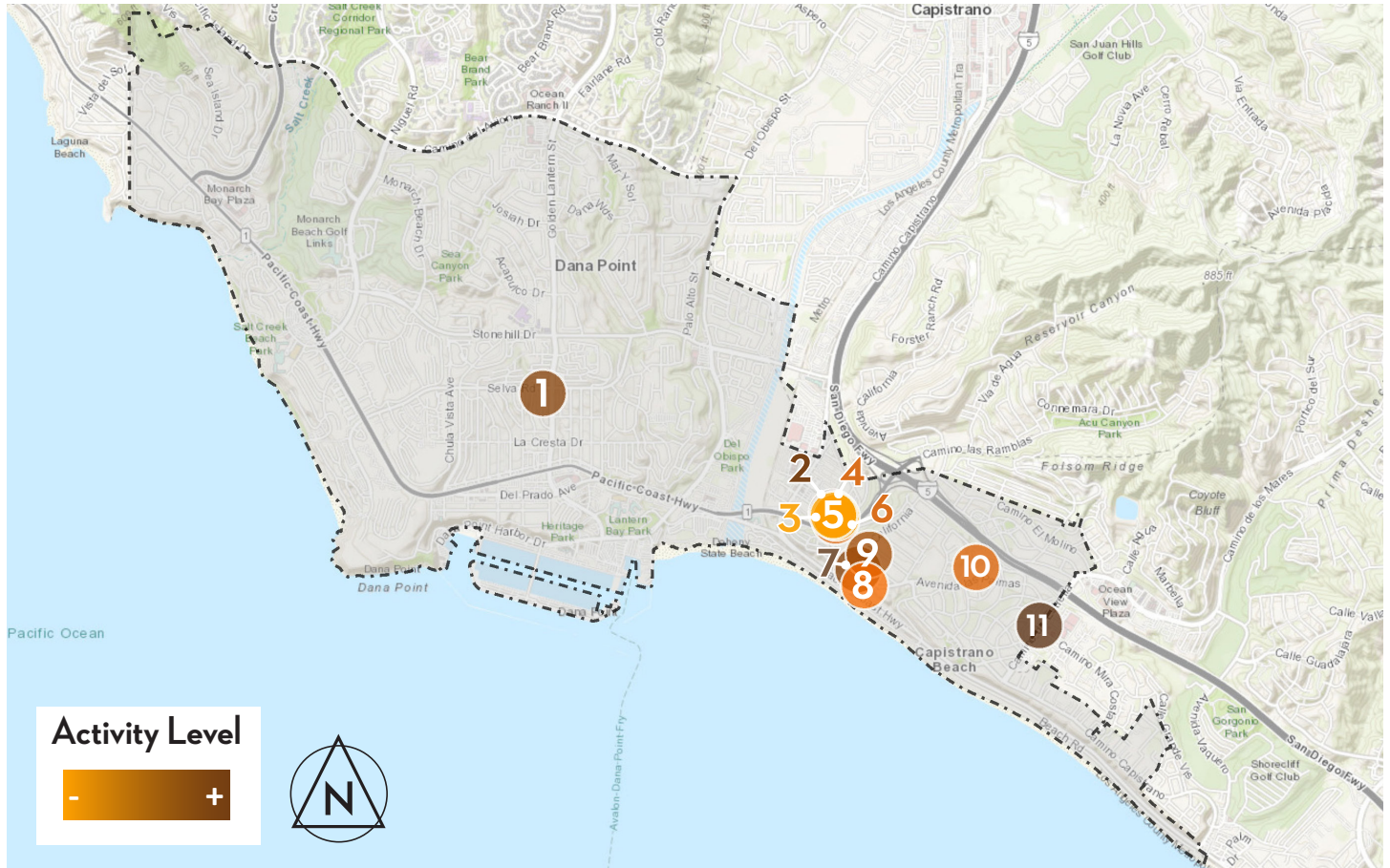
INTERACTIVE MAP COMMENTS - OPEN SPACE AND CONSERVATION

Key	Comments:	👍	👎
1	More public area at RH Dana and sports courts	3	0
2	One of the open lots should be a designated for open space amongst the new dense building that is taking place. A small park would be nice and would break up the crowded feeling Dana Point seems to be moving toward.	18	1
3	More Community gardens! i hear there is a high demand! some people were waiting a year or so for a plot at the community garden at the harry ostubo community garden	0	0
4	Having a community garden in La Paz/Malaga area would be useful since a lot of people live in those streets with not much land, and yet some of the best weather in the world	0	0
5	Plant more trees. Throughout the years many trees have been cut down and they haven't been replaced. This park is a wonderful habitat for wildlife and could be even better if there were more trees.	9	0
6	This (and others) vacant lot can be used as a community garden. The city can prep the lot with soil and provide a water source, and community members can be given a parcel. It can be made thematic (succulents, flowers, etc).	0	0
7	The railway bridge looks dilapidated. Maybe it can be updated so it looks nice or at least the landscaping could be beautified to reflect a beach or tropical theme. It seems that Capo Beach get the leftovers with barren looking landscaping. In the future, this could be a nice walkway or connecting part of Doheny and Dana Point to Capo Beach or vice versa; let's beautify the area.	4	0
8	Landscaping looks barren. Add tropical or pleasant looking landscaping. Also, would be nice to coordinate with San Juan Capistrano to have a unified pleasant landscaping theme.	6	0
9	Have a row of thick trees or a sound wall to reduce noise from the freeway. Some kind of noise mitigation for the residents and future development here.	5	0
10	City should plant more butterfly habitats such as for monarch butterflies or plants that attract pollinators. They should plant landscaping that's pleasant to look at and trees to create a more enjoyable pedestrian walking experience and to beautify the area.	16	0
11	Plant trees, floral, or pleasant landscaping in city owned or city easement areas by the sidewalk and street. On the "Via" streets it would nice to have a consistent landscape theme like Magnolia trees or flowering shrubs to create a more welcoming neighborhood feel. Currently, the landscaping is schizophrenic w/ a bizarre range of dirt, weeds, or ad hoc plants that do not match. Let's try tree-lined streets, flowering shrubs, or something that looks nice to really add to the community.	13	0
12	I wish the city would dedicate resources to shoring up the beach facilities. The erosion not only removes the beach but has seen the destruction of precious community resources.	9	0
13	Worried about the city becoming to crowded and about low income housing. When the DP Harbor is restoration is completed will residents now be expected to pay for parking? Worried about change in our beautiful, quaint community and hoping the charm is still always there, the reason I live here.	0	0
14	I love this pocket park, and I think small infill projects like this have a tremendous impact on increasing park access in communities.	6	0



INTERACTIVE MAP COMMENTS - HOUSING

What are the top issues related to housing in Dana Point? Are there specific types of housing that you believe are needed in Dana Point? If so, where should they be located?



Interactive Map Comments, Housing



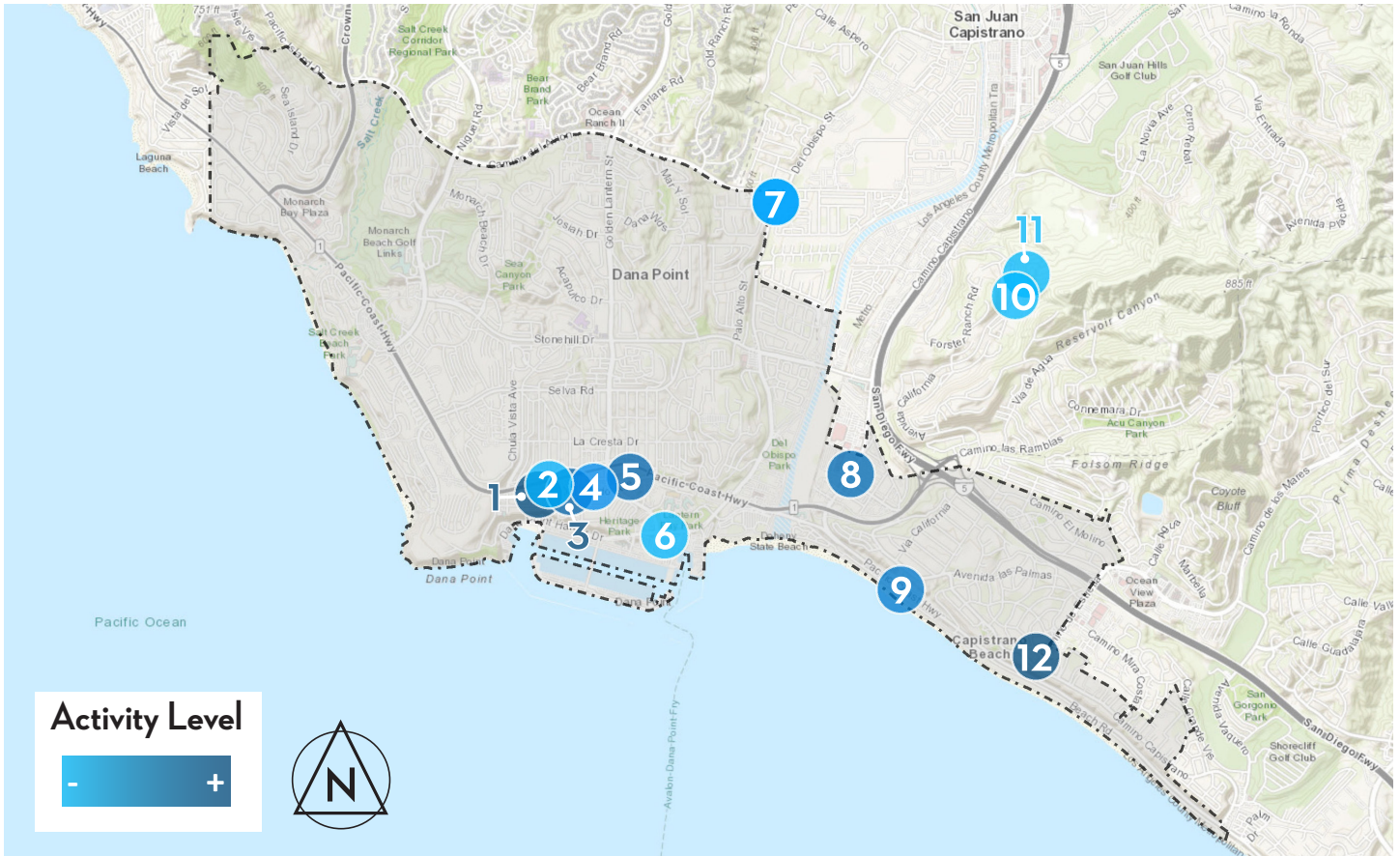
INTERACTIVE MAP COMMENTS - HOUSING

Key	Comments:	👍	👎
1	Affordable housing for service workers, disabled residents, the homeless, all of the highrise buildings are outrageously priced and where is all the water and utility needs going to come from? Short term vacation rentals are eating up the housing that is so badly needed for hard working residents. How about affordable rv parks for people living in rvs and tents, with facilities to maintain health & safety. Common sense is what is needed, Plus empathy for the less fortunate.	2	15
2	Add single family housing units. Single family housing tends to attract homeowners who desire to establish or maintain roots in the community. There are too many new condo type units that are not good home for those seeking to raise a family. The focus should be on homes and not condos.	25	2
3	While I agree a mixed affordable and market rate residential seems appropriate here. Other components like child care or coffee shops, etc. should also be considered. Reasonable to have larger heights, but should not significantly overshadow the community or PCH.	0	0
4	Maintain low profile, 2 story rental properties in this area. Keep congestion at a reasonable level.	6	1
5	DHHS needs to be upgraded. Just walk into any of the portables and it is really shameful what kind of facilities our teachers and students have had to use. Compare this to high schools from any other state... Utah, Washington, Oregon or newer local high schools. I have not heard of a better plan to raise the money needed. Adding additional housing in this area seems as good of an idea as any to expand housing and raise funds for DHHS. Win-Win	1	2
6	This mammoth condo proposal. is a bad idea. This proposal includes allowing 211% maximum density, 217% maximum number of dwelling units, and 243% maximum height based on existing Dana Point development standards. Capo Beach has always been second place when it comes to Dana Point's vision, and they are trying to pawn this monstrosity off on Capo Beach.	6	5
7	Require STRs (new applicants and renewals) to bring their structure up to current Code. Some structure are nonconforming and present safety or nuisance risks. For example, an STR without adequate parking spaces and proper setbacks is having their guests park on sidewalks and block public walkways. This creates a safety hazard for pedestrians who now are forced to walk on the street. Guests also park right on the corner either blocking the ADA access ramp and create hazards for vehicles turning.	17	0
8	Poor behavior should not be rewarded. STR owners that have committed numerous violations should not be rewarded with renewals. Unpermitted construction to create an illegal STR; and violations of stop work orders should not be rewarded with a STR permit. This creates animosity toward the STR program and is not fair to the neighborhood or law abiding. STR owners should continuously follow rules including parking, TOT, and being good neighbors. Violators should not have their permits renewed.	9	0
9	Single Family Zoning. The zoning here should be consistent with the other parts of Capo Beach. It should be RSF7 or just single family zoning to match the other parts of Capo Beach. This would alleviate the parking, blight issues, and create a family orientated community that is safe and desirable.	15	0
10	Single Family Zoning. The zoning here should be consistent with the other parts of Capo Beach. It should be RSF7 or just single family zoning to match the other parts of Capo Beach. This would alleviate the parking, blight issues, and create a family orientated community that is safe and desirable.	11	0
11	The corridor along Estrella provides relatively high access to commercial and the freeway. Denser development along the major street could see building of row/townhouses and other forms of ownership models while increasing density.	2	19



INTERACTIVE MAP COMMENTS - URBAN DESIGN

What future enhancements to the public realm (e.g., sidewalks, public art, building design, and plazas) can support Dana Point as a unique and special place? Please indicate potential locations.



Interactive Map Comments, Urban Design



INTERACTIVE MAP COMMENTS - URBAN DESIGN

Key	Comments:	👍	👎
1	This is an excellent example of maintaining a classic beach/surf/waterman’s architectural style.. would love to see more lower profile buildings on Del Prado and E Coast Hwy.	25	1
2	Currently a local office for the County Lifeguards, the City should obtain this structure for use as a public Art Gallery and / or dedicated headquarters for the Dana Point Historical Society & Museum. As the entire harbor area belongs to the County, their Lifeguard service should have their offices there.	1	0
3	Not enough parking	14	2
4	While we need to continue to support a diverse economic base in town center, thought should be given to directing a definitive architectural vision.	7	0
5	Replace Ralphs with an Organic high end grocery store such as Erewhon.	14	1
6	“Please add some landscaping to complement the ocean views while obscuring the unsightly parking lot. If you are walking down Golden Lantern - towards the Harbor the view is stunning. But when you reach Harbor Drive you see more asphalt than Harbor. A perimeter of low, drought tolerant shrubs would obscure the unsightly parking and highlight the natural beauty of the rest of the area and the harbor. Thank you for your consideration”	0	0
7	“Connect Camion Del Avion to the 5 frwy to take pressure off of Stonehill and probably Del Obispo St. I realize this is a bit outside of Dana Point’s boarder, I believe it will help our community and other communities as well.”	2	1
8	Keeping the industrial funky feel but revamping the pedestrian experience will be an attractive area to community members young and old. I think this street has the potential to be like San Clemente’s El Camino Real or Laguna Beach’s forest ave., or downtown San Luis Obispo.	1	13
9	Renovate the pedestrian bridge to match the Footbridge on PCH. Capo Beach has been too long ignored and this is one the one area of Dana Point we could make look really nice; the pedestrian bridge would be a nice start along with attracting the right kind of investing and development in Doheny Village and the empty lots on PCH.	11	0
10	My main concern with any city improvement and development would be to get priced out of enjoying my neighborhood. IE, not being able to afford or take advantage of sailing, local shops and restaurants, parking, to name a few...	0	0
11	Please pay attention to night time lights. The lights on many of the new buildings are way too bright. They need to be pointed down not up and should be motion sensitive and not on all the time. The plan needs to educate people about porch lights as well. We should be a dark sky community as part of future planning https://www.darksky.org/our-work/conservation/idsp/communities/	0	0
12	This whole section of Capo Beach is a really subtle blend of mixed uses. Allowing mixed use/denser development would flow well here.	6	18



INTERACTIVE MAP COMMENTS - PUBLIC FACILITIES

Do you have any ideas/concerns about the provision of public facilities and public services? (e.g., civic, educational, and cultural facilities; waste management; and utilities such as electrical, water supply, and sewer service).



Interactive Map Comments, Public Facilities



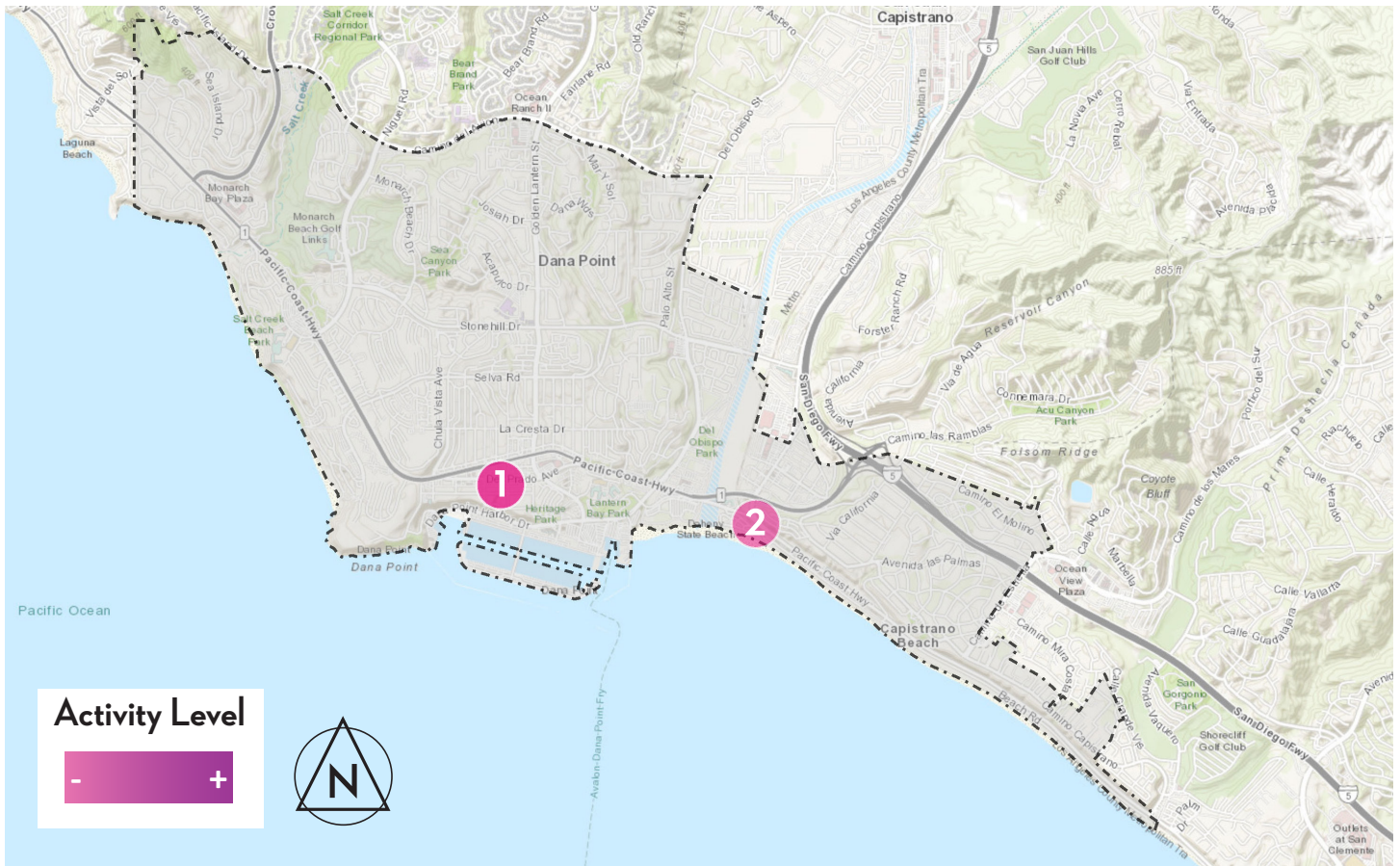
INTERACTIVE MAP COMMENTS - PUBLIC FACILITIES

Key	Comments:	👍	👎
1	Youth turf soccer field. No full size soccer field for youth play in Dana Point currently. Will serve community and youth and city will be able to obtain revenue from use.	0	2
2	A playground near the dog park would be a great way for families to enjoy Sea Terrace Park .	2	0
3	A playground and a coffee shop would be a great addition to baby beach.	7	2
4	Additional possible location for turf field for youth soccer. Will serve community youth and adult soccer. Also will produce revenue for city. With new Danapointfc.com there are youth teams looking to make their home in Dana Point.	1	0
5	Bury power lines to make our community even more beautiful	9	0
6	I 100% agree that the park on La Cresta and Golden Lantern should be enclosed by a fence. I have two children 19 months apart and stopped going to this park when my youngest walked to the sidewalk when I was helping my older child. It happened in under a minute. My children are older now, but even with the remodeled park I have seen this from my car when turning left onto Golden Lantern from La Cresta. It is a potential accident waiting to happen and one that could be avoided.	4	0
7	I would like to see e-bikes/ bikes walked in the park and not allowed to be ridden in the park. The multi-use pathway is too narrow for walkers and bicyclist to share. Leaving the bicyclists to cut through the park on the grass creating additional hazards for those using the grass areas.	6	0
8	Additional possible location for turf field for youth soccer. Will serve community youth and adult soccer. Also will produce revenue for city. With new Danapointfc.com there are youth teams looking to make their home in Dana Point.	1	1
9	Rethink the cost and time of a massive poorly planned parking structure. The view of San Juan Bay is breathtaking. To allow a poorly designed cement parking structure with multiple floors for boats and cars ruins a beautiful gift to the residents and visitors. Plus the cost time and noise to dig down below the water level and then build a sea wall is not well thought out. Better to utilize the proposed Toll Brothers apartment site off Doheny Road.	13	1
10	The city and county could team up to have a quality wharf feature constructed at the end of Puerto Place in the Harbor area. Besides being useful for tourists and fishing purposes, a freight rail spur connecting to the BNSF mainline will give us a basic cargo-handling capability that no other O.C. harbors possess. A U.S. Coast Guard installation would also be a welcome addition; both of these items were included for the (unbuilt) historic 1947 San Clemente harbor plan.	0	0
11	Additional possible location for turf field for youth soccer. Will serve community youth and adult soccer. Also will produce revenue for city. With new Danapointfc.com there are youth teams looking to make their home in Dana Point.	2	0
12	Known as Serra on railroad timetables, Capistrano Beach had its tiny Santa Fe Railway depot here. Early in the Summer of 1949, steam Engine 3139 suffered a boiler explosion while parked overnight with a work train of track maintenance equipment; the watchman had absconded to Camp Pendleton for a USO dance. It had been damaged while left unattended, and when water accessed the boiler's overheated crown sheet, it exploded - severing nearby powerlines and stopping electric clocks at 5:05 a.m.	1	0
13	Dana Point lacks the community recreation facilities that neighboring cities (San Clemente, Laguna Niguel, Mission Viejo) have. As someone with young kids, it's frustrating to have to visit nearby cities for recreation programs that Dana Point so severely lacks. It seems like some acreage in the old CUSD bus yard or Doheny Park Village could be allocated for a swim facility or pickleball courts or basketball or something of the like. Then, add more rec classes and voila!	8	0
14	Please bury the power lines.	13	0
15	Power lines should be buried. They are unsightly and pose a safety risk.	16	0
16	Power lines need to be buried and upgraded.	5	0



INTERACTIVE MAP COMMENTS - NOISE

Are there places where you have ideas/concerns regarding noise generated from land uses or activities?



Interactive Map Comments, Noise



INTERACTIVE MAP COMMENTS - NOISE

Key	Comments:	👍	👎
1	Please continue to be cognizant of the affects of excess STR noise on residents who live here and work in our beautiful community. Thank you for soliciting out comments.	18	0
2	The railroad is a waste of precious beach resources. If it ran inland - maybe to the West of the 5, there would be less noise pollution and greater accessibility to Doheny and Capo Beach for pedestrians. This will have to be inevitably done in the future with the tracks unstable and in danger to the south. The City should seek partners to make this happen and improve the experience for residents and visitors.	9	0

PLAN
DANA POINT

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DANA POINT

Beach
&
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