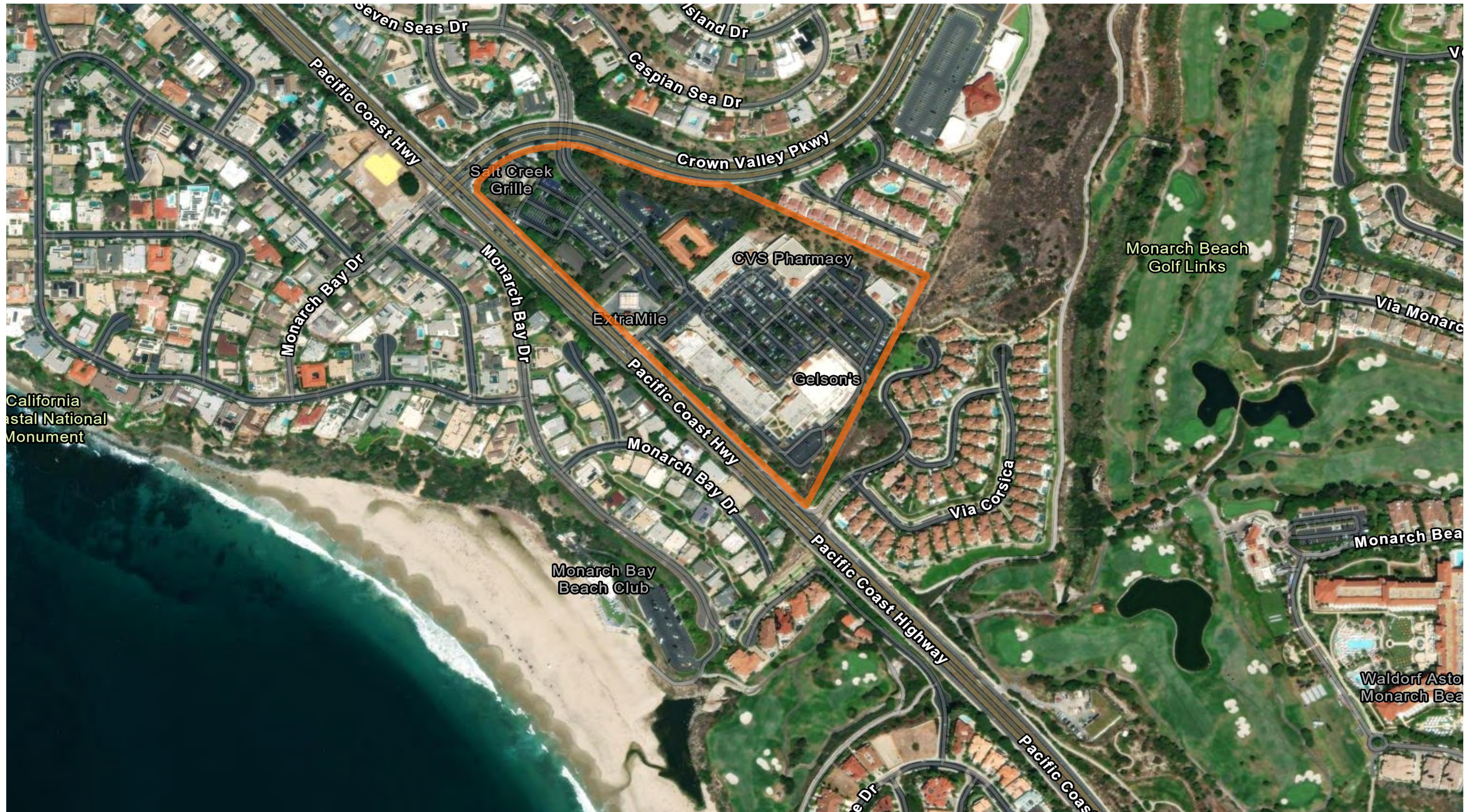


# 6. MONARCH BAY PLAZA

AERIAL PERSPECTIVE





# TOPOGRAPHY

## MONARCH BAY PLAZA



### TOPOGRAPHICAL FEATURES

- This large, 21-acre area generally sits well below adjacent uses along and around Crown Valley Parkway to the north.
- The descending slope continues in a southeastern direction, with cars traveling along PCH looking up to the property's landscaped embankments.
- As shown in the images here, elevations range from approximately 215 feet along the northern property boundary to approximately 140 feet along the southern property boundary.

Elevation measurements are referencing height above sea level.  
All measurements were taken from Google Earth, while accurate, should be viewed as approximate.



# EXISTING CONDITIONS

## MONARCH BAY PLAZA

### SITE CHARACTERISTICS

- 5 parcels
- 20.8 total acres
- All parcels under common ownership
- Topographically dynamic, stepping down from Crown Valley Parkway toward PCH

### CURRENT ACCESS/PARKING

- Direct vehicular access from both PCH and Crown Valley Parkway
- No public or off-street parking options in the surrounding area

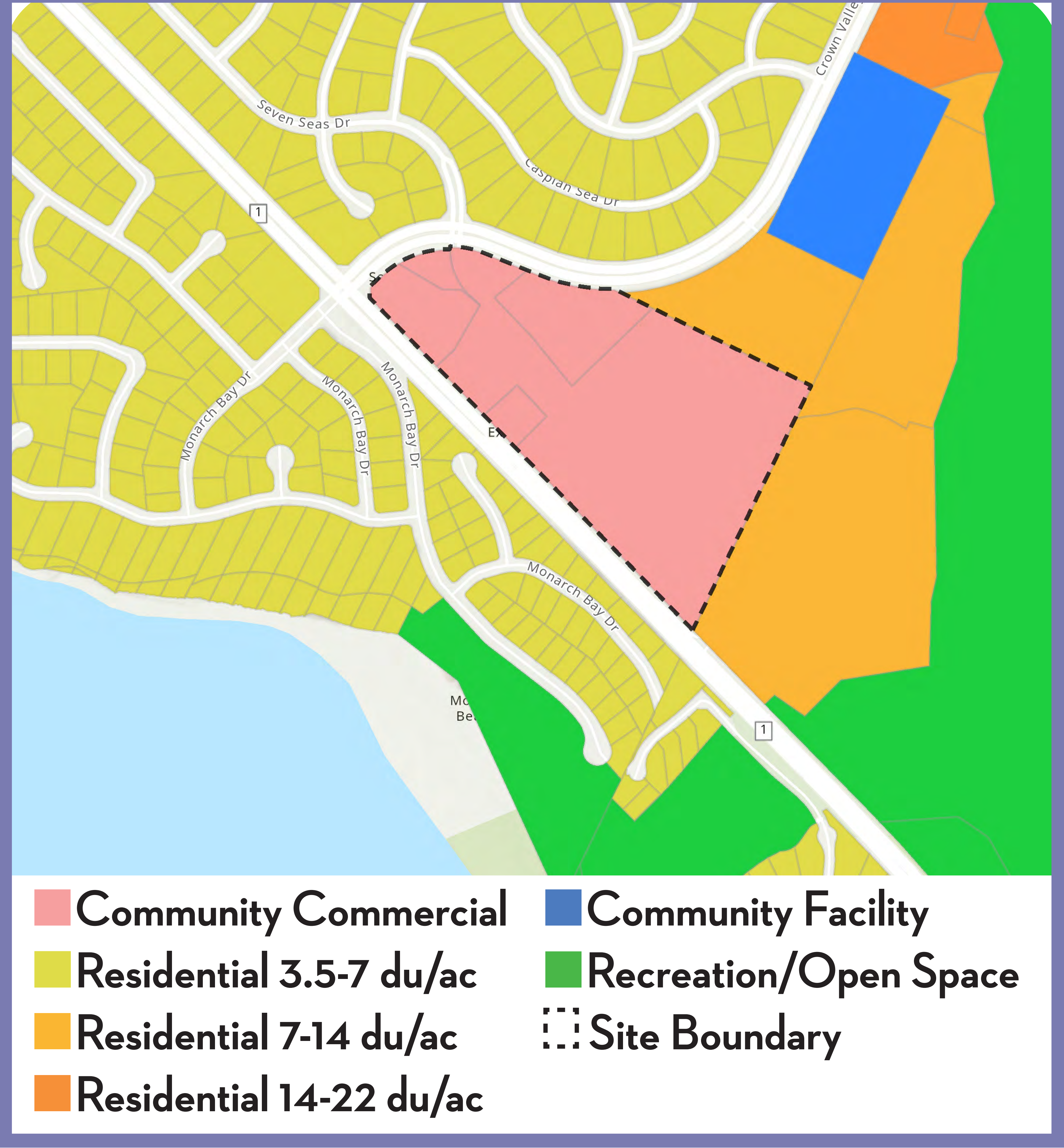
### EXISTING LAND USES

- A mix of commercial/retail uses, including a Gelson’s, CVS, other stores and restaurants, offices, and a Montessori School.
- Total building space ~183,000 square feet, which is a floor area ratio (FAR) of 0.20

### SURROUNDING LAND USES

- A mix of low and medium density single-family attached and detached housing
- 0.2 mile from the coast and just northwest of the Waldorf Astoria Monarch Beach

### CURRENT GENERAL PLAN



### CURRENT ALLOWED USES & DENSITY/INTENSITY LIMITS

- General Plan and Zoning category is Community Commercial/Vehicle
- Allowable uses include retail, service, hospitality, office, and entertainment businesses.
- Maximum standard intensity is an FAR of 0.50 and 35 feet
- The FAR can be increased to 1.75 IF a proposed development can demonstrate that it is of exceptional design quality, contributes substantial public benefit, and does not place an undue burden on public services



# WHAT COULD BE BUILT?

## MONARCH BAY PLAZA

### POTENTIAL LAND USES

The property owner envisions a vibrant, horizontally mixed-use area with residential and commercial uses connected by pedestrian-oriented facilities and amenities. An economic analysis of the site/market conditions indicates:

- » Intensifying the retail or office uses by themselves would not likely be feasible.
- » Multifamily residential is likely the only economically viable multistory development option.
- » The site could support both a horizontal and vertical mix of residential and commercial uses. In vertically mixed-use buildings, retail and/or office would likely be on the ground floor and residential would be on upper floors.
- » Residential may want to be along PCH to capitalize on ocean views.
- » Retail, which already functions with limited street visibility, could be viable on any part of the area.

### ILLUSTRATIVE IMAGES | POTENTIAL FUTURE USES

(THE IMAGES BELOW DO NOT REPRESENT ANY PLANNED DEVELOPMENT IN DANA POINT)



The Gateway



Corner Gathering



Linear Park



The Circle



# WHAT COULD BE BUILT?

## MONARCH BAY PLAZA

ILLUSTRATIVE IMAGES | POTENTIAL FUTURE USES  
(THE IMAGES BELOW DO NOT REPRESENT ANY PLANNED DEVELOPMENT IN DANA POINT)



These images are photographs of actual projects or renderings of active projects from other cities.