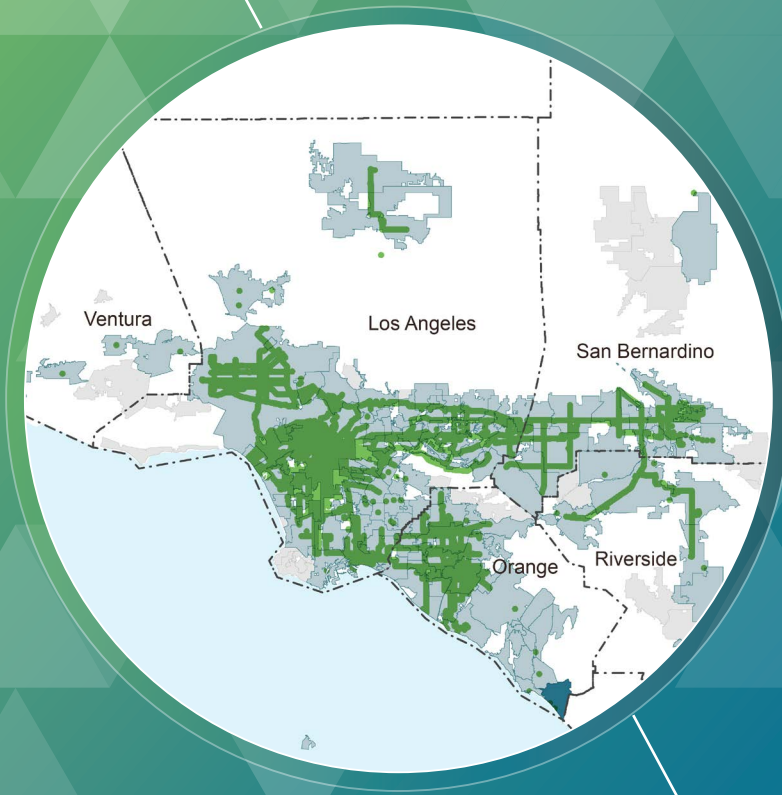


Part 3

Outreach

Input from key stakeholders was an essential component of the research and analysis presented in Part 4 (Opportunities and Constraints), and ultimately Part 5 (Vision).

Stakeholder Interviews



Outreach Presentation: September 1, 2021

STAKEHOLDER INTERVIEWS

On September 1, 2021 the Project Team and City of San Clemente gave a presentation to local stakeholders on the planing process for the HQTAs program and presented the existing conditions. In accordance with social distancing guidelines in response to the Covid-19 pandemic, this meeting was conducted virtually. Much of the content presented at this meeting has been summarized in Parts 1, 2, and 4 of this document.

The consultant team facilitated a design charrette that captured feedback from the community and the City of San Clemente on existing conditions, opportunities and constraints, and the overall vision for the HQTAs study area, with the primary objective being to continue community discussion regarding development opportunities for the defined HQTAs study area, its character, and sense of place.

Gruen prepared and delivered a 1.5-hour virtual presentation to discuss project goals, findings from the Opportunities and Constraints Analysis, and engaged participants for the virtual visioning exercise for the proposed Major Development Areas (MDA) defined in the opportunity and constraints analysis. The participants were key stakeholders and community members identified by the City. The exercise was presented in the following format:

Introduction

- Introduction to the HQTAs Analysis program including SCAG's goals for reducing VMT and GHG emissions, boosting transit ridership, walking and biking, and encouraging the intensification of jobs and housing within HQTAs.
- Overview of existing planning documents for the HQTAs study area.
- Identification of MDAs around which the interactive charrette was focused.

Interactive Charrette

Part A

- For each MDA, participants were shown photos of existing conditions followed by a map which synthesizes key opportunities and constraints.
- Participants will be invited to suggest any opportunities/constraints not shown on the maps. As new items are suggested, a consultant team member will annotate the map and take notes.
- Participants will be shown potential improvements illustrated using components from the HQTAs Toolkit and keyed to a Synthesis Map, exploring a range of considerations about density, land use, economic feasibility, infrastructure investments, and traffic and parking implications.

Part B

- After the MDAs have been introduced, the Consultant led a discussion encouraging the group to consider the constraints and opportunities identified in each component when exploring land use alternatives.
- Questions were posed to the community to efficiently solicit input on the various components (land use, density, etc.) of each MDA categorically to confirm assumptions, proposed conditions, and open up discussion on opportunities and constraints.
- The outreach strategies and input from community members are summarized below per each MDA:

North Beach Train Station Area

- It is considered a higher-growth area for medical and industrial related uses.
- The local trolley service restarted in the summer of 2021.
- There is a potential for additional entertainment in support of economic development.
- The area should support the existing arts and historic cultures.
- Recreation is a critical component in the community which should be further enhanced throughout the MDAs.
- Breweries and bars should be considered.

El Camino Real & Calle de los Molinos

- Additional crosswalks, including mid-block crossings are needed along El Camino Real for stronger pedestrian connections.
- The south side of El Camino Real has on-street parallel parking but there is a concern for safety due to tight dimensions and blurred relationship to adjacent traffic lane. Bulb outs or clearly marked parking spaces would help reinforce public safety and streetscape improvements.