

# MONARCH BAY PLAZA, LLC

July 10, 2023

BY ELECTRONIC MAIL

City of Dana Point Planning Commission

Ashok K. Dhingra, Chair ([adhingra@danapoint.org](mailto:adhingra@danapoint.org))

Mary Opel, Vice Chair ([mopel@danapoint.org](mailto:mopel@danapoint.org))

Luke Boughen, Commissioner ([lboughen@danapoint.org](mailto:lboughen@danapoint.org))

Eric A. Nelson, Commissioner ([enelson@danapoint.org](mailto:enelson@danapoint.org))

Abigail Margolle, Commissioner ([amargolle@danapoint.org](mailto:amargolle@danapoint.org))

3282 Golden Lantern, Suite 210

Dana Point, California 92629

Re: July 10, 2023 Planning Commission Meeting; Agenda Item 3 - Plan Dana Point: General Plan Visioning Framework

Dear Chair Dhingra, Vice Chair Opel, and Commissioners Boughen, Nelson and Morgelle:

Monarch Bay Plaza, LLC ("Monarch Bay") owns the Monarch Bay Plaza Shopping Center (the "Center") located in the City of Dana Point. We are proud to own and operate Dana Point's original shopping center, located at the Gateway Entrance to the City of Dana Point, which has provided retail, dining and other commercial opportunities to residents and visitors since the 1960s. We look forward to continuing to serve the community for years to come, including during the course of the next thirty-year general plan horizon. Given our history in the City, we understand that a community's needs change over time, and we look forward to working with the City to ensure that the Center is well-positioned to meet those needs as part of the forthcoming General Plan Amendment.

Monarch Bay appreciates the opportunity to participate in the visioning process for the General Plan Amendment. Our team members have actively engaged in the Community Engagement Program, and we wish to express our gratitude to City staff and the City's consultants for engaging in robust public outreach and actively listening to the concerns of residents and the business community alike.

We have reviewed the Visioning Framework dated July 6, 2023, and are encouraged that the Visioning Framework will result in a thoughtful and comprehensive General Plan Amendment that accounts for evolving local and regional land use needs. We note the following comments in the Visioning Framework in particular:

- "Develop strategies to reposition retail and office commercial centers over time to respond to market trends and community needs" (Land Use);
- "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" (Land Use);
- "Guide new development bulk and scale by incorporating context-sensitive design and site planning techniques" (Urban Design);

- "Facilitate the updating and enhancement of existing shopping centers" (Economic Development); and
- "Facilitate continued dialogue to identify housing needs and priorities and determine the desired scale and type of housing opportunities" (Housing).

Monarch Bay encourages the City's staff and consultants to incorporate this guidance in the forthcoming draft of the General Plan Amendment. We look forward to reviewing the draft and to continued collaboration with the City towards the development of a final document.

Sincerely,

*Theresa C Morrison, Manager*

Theresa C. Morrison  
Manager

cc: Brenda Wisneski ([BWisneski@danapoint.org](mailto:BWisneski@danapoint.org))  
Belinda Deines ([BDeines@DanaPoint.org](mailto:BDeines@DanaPoint.org))