



CITY COUNCIL AGENDA REPORT

MEETING DATE: MAY 17, 2004

ITEM NUMBER:

**SUBJECT: GENERAL PLAN AMENDMENT GP-04-01 AND REZONE R-04-01
330/340 W. BAY STREET**

DATE: MAY 3, 2004

FROM: DEVELOPMENT SERVICES DEPARTMENT—PLANNING DIVISION

PRESENTATION BY: CLAIRE L. FLYNN, AICP, ASSOCIATE PLANNER

FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, (714) 754-5278

RECOMMENDED ACTION:

The Planning Commission recommends that the City Council take the following actions:

1. Adopt mitigated negative declaration and mitigation monitoring program;
2. Adopt General Plan Amendment GP-04-01 by adopting the attached resolution;
3. Give first reading to the ordinance for Rezone R-04-01.

BACKGROUND:

City Council Policy 500-2 requires Council screening of General Plan amendment requests prior to their acceptance for formal processing. On August 4, 2003, City Council approved a General Plan amendment screening request for a proposed change in the General Plan land use designation of 330/340 W. Bay Street from General Commercial to Medium Density Residential. The minutes excerpt is provided as Attachment 5.

On April 26, 2004, the Planning Commission adopted Resolution PC-04-34 to recommend approval of the proposed General Plan amendment and rezone. The staff report and minutes excerpt are attached (Attachments 6 and 7).

ANALYSIS:

Project Location

The properties located at 330 and 340 W. Bay Street ("subject property") are approximately 3.73 acres (combined) in size with irregular dimensions (Vicinity Map,

Attachment 1). The existing structure is a 51,556 square-foot, two-story office building. The Daily Pilot newspaper has been published in this location for many years. The Daily Pilot plans to relocate within the year, and the property owner would like to develop residential land uses on the project site. In addition to The Daily Pilot, other office uses, and a church currently occupy the building.

Attached are site photographs of the subject property including the existing office building and adjacent land uses (Attachment 2). As can be noted, the existing building walls or perimeter of the storage facility to the rear and northeast sides of the site, provide a buffer to the project site. Other adjacent commercial uses to the east include a two-story office building, an automobile repair shop, and a vehicle storage yard. Compatibility with these uses with a residential development is of concern, but can be addressed through proper site design. Land uses to the south, across Bay Street, include a gas station, a motel, and recreational vehicle park. To the west and north are residential land uses.

Project Description

The proposed project is a request to change the General Plan land use designation from General Commercial to Medium-Density Residential and to rezone the property from General Business District (C2) to Multi-Family Residential District, Medium Density (R2-MD). The Medium-Density Residential General Plan designation and corresponding R2-MD zoning would allow a maximum of 44 dwelling units on the combined properties. The proposed project is only for a General Plan amendment and rezone and does not include a development project, which would be processed at a later date.

Future Development

The property owner expressed an interest to develop the property as a medium-density, single-family detached residential development. The development proposal will be processed at a later date pursuant to the City's design review procedures. The development of a small-lot, common-interest development would ultimately provide increased homeownership opportunities in Costa Mesa.

Traffic

As shown in the following table, development of the project site with residential uses will result in a forty-one percent decrease in average daily traffic generation when compared to the site developed at a 0.40 floor area ratio with office land uses (64,990 sq.ft. building). The proposed project would not exceed the General Plan development capacity, nor cause an increase in traffic which would adversely affect the existing traffic load and capacity of the street system.

GENERAL PLAN LAND USE DESIGNATION	DEVELOPMENT POTENTIAL	AM PEAK HOUR	PM PEAK HOUR	ANTICIPATED AVERAGE DAILY TRIPS	CORRESPONDING ZONING
General Commercial	64,990 SQUARE FEET OF OFFICE**	101	97	716	C2
Medium Density Residential	44 DWELLING UNITS	33	44	421	Multi-Family Residential District, R2-MD (1 unit per 3,630 s.f. of parcel area minimum)
<p>**Note: This analysis examines the maximum development potential (64,990 sq.ft. building) under the current General Commercial land use designation. The anticipated average daily trips for the existing 51,556 sq.ft. building would be slightly lower at approximately 570 ADT.</p>					

Initial Study/Mitigated Negative Declaration

An initial study was prepared, pursuant to the California Environmental Quality Act (CEQA). According to the initial study and mitigated negative declaration, which reflect the independent judgment of the City of Costa Mesa, the proposed project could not have a significant effect on the environment. Impacts related to noise and the removal of the existing underground storage tanks are mitigated to below a level of significance, as indicated in the Mitigation Monitoring Program. The environmental impacts related to the project-specific impacts of a medium-density residential development would be evaluated in a separate environmental document, and mitigation measures shall be provided to minimize any significant impacts from proposed residential development to below a level of significance.

ALTERNATIVES:

1. Approve the General Plan amendment and rezone. Proposed residential development would be in conformance with the City’s General Plan policy encouraging the conversion of existing marginal or vacant commercial properties to residential where feasible.
2. Deny the application. The existing General Plan land use and zoning would not permit residential development.
3. Approve a low-density residential land use designation. However, this action would be inconsistent with the applicant’s project objectives.

FISCAL ANALYSIS:

Fiscal review is not required for this project.

LEGAL ANALYSIS:

The City's Attorney's office has reviewed the attached documents and approved them as to form.

CONCLUSION:

The applicant is interested in developing the subject property as a small-lot, common interest development. If the General Plan amendment and rezone were approved, this development would potentially contribute up to 44 single-family residences to the City's housing stock. Therefore, staff considers this project as an opportunity to convert an existing commercial property to residential and ultimately provide increased homeownership opportunities in Costa Mesa.


CLAIRE L. FLYNN, AICP
Associate Planner


R. MICHAEL ROBINSON, AICP
Planning and Redev. Mgr.


DONALD D. LAMM, AICP
Dep. City Mgr. - Dev. Svcs. Director

- Attachments:
1. Vicinity Map
 2. Site Photographs
 3. Draft Council Resolution
 4. Draft Ordinance
 5. Minutes Excerpt of Council meeting on 8/04/03
 6. Minutes Excerpt of PC meeting on 4/26/04
 7. 4/26/04 Planning Commission Staff Report
 8. Initial Study/Mitigated Negative Declaration (separately bound document)

File Name:

Date:

Time: 1:30 p.m.

cc: City Manager
Deputy City Manager
City Attorney
Public Services Director
City Engineer
City Clerk
Staff (4)
File (2)

Richard Dick
Richard Dick and Associates
1711 Westcliff Drive
Newport Beach, CA 92660

VICINITY MAP

330/340 W. BAY STREET

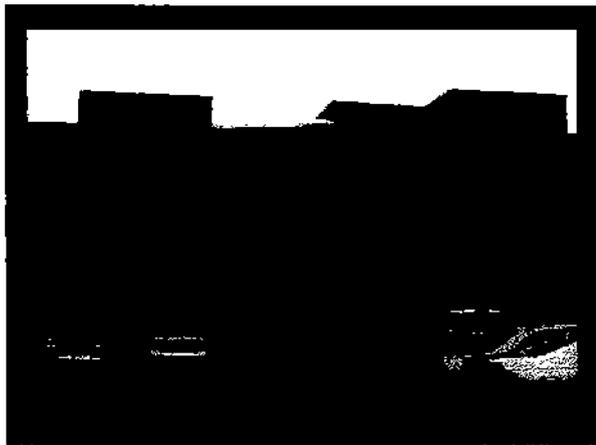
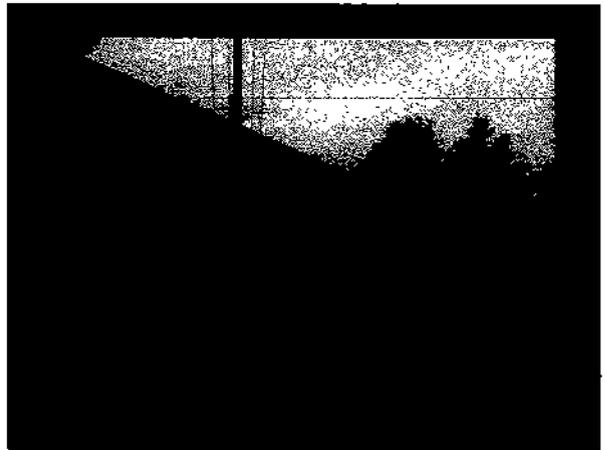
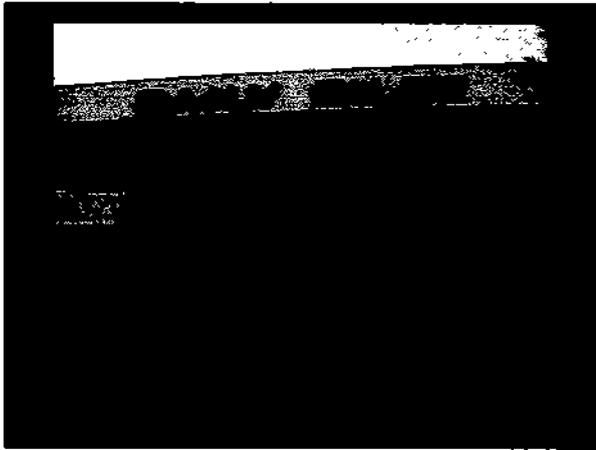


Legend

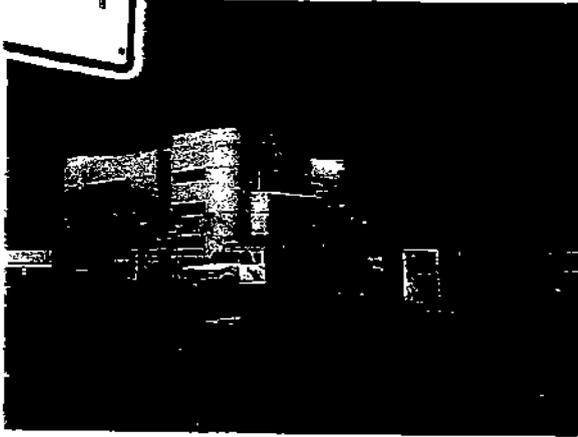
- Hydrology Channels
- Street Names
- City Boundary
- Ortho Photography
- Parcels

Attachment 2

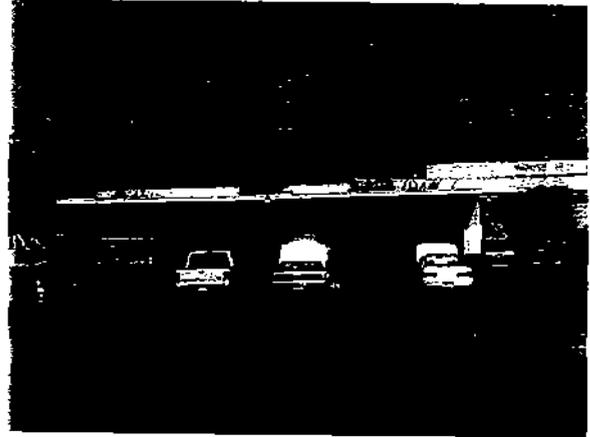
Site Photographs



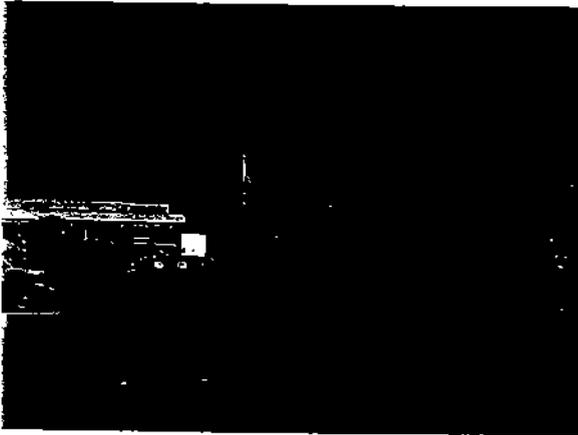
DAILY PILOT
330 W. BAY STREET



2025 NEWPORT
(SOUTHEAST SIDE OF PROPERTY)



2033 NEWPORT
(EAST SIDE OF PROPERTY)

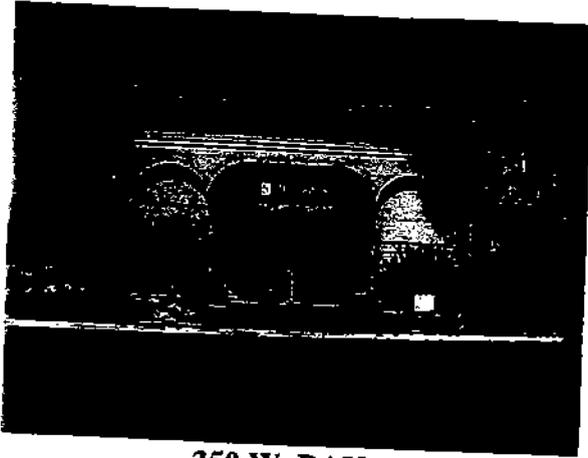


2037 NEWPORT
(EAST SIDE OF PROPERTY)



2075 NEWPORT
(NORTHEAST SIDE OF PROPERTY)

DAILY PILOT
330 W. BAY STREET



350 W. BAY
(WEST SIDE OF PROPERTY)



2070 THURIN
(WEST SIDE OF PROPERTY)

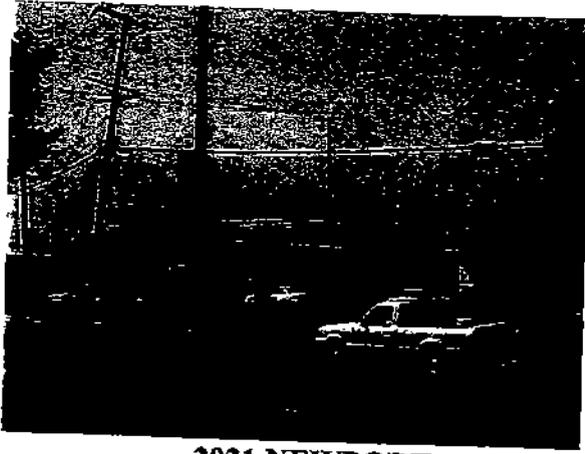


VILLA VISTA APARTMENTS
(WEST SIDE OF PROPERTY)

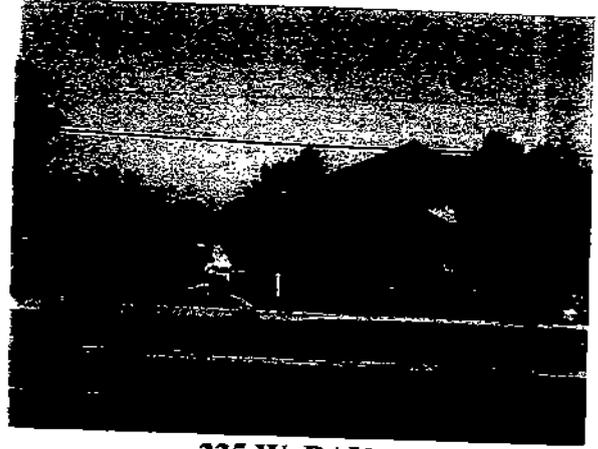


VILLA VISTA APARTMENTS
(NORTHWEST SIDE OF PROPERTY)

DAILY PILOT
330 W. BAY STREET



2021 NEWPORT
(SOUTHEAST SIDE OF PROPERTY)



235 W. BAY
(SOUTH SIDE OF PROPERTY)

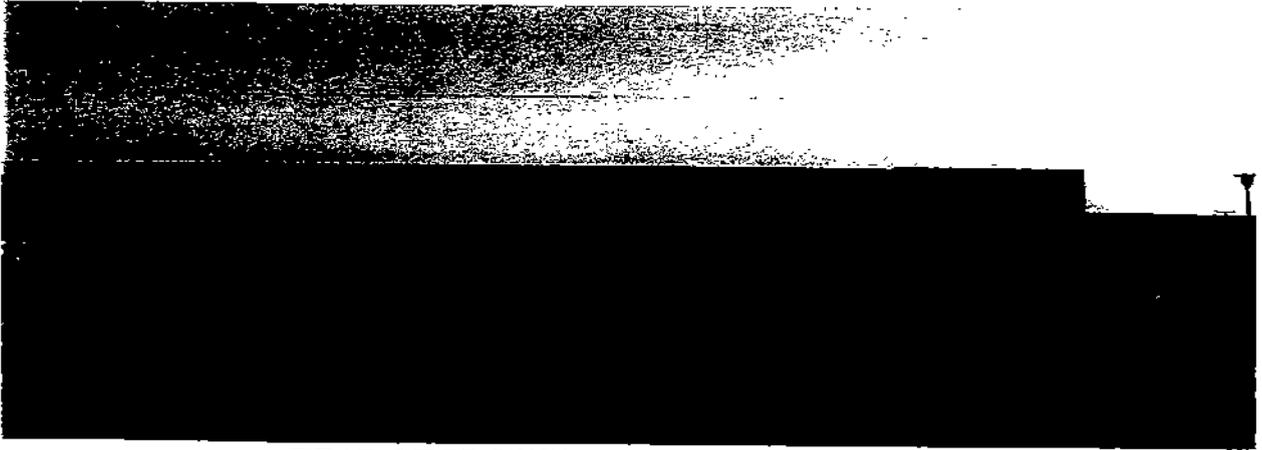


333 W. BAY
(SOUTH SIDE OF PROPERTY)



351 W. BAY
(SOUTHWEST SIDE OF PROPERTY)

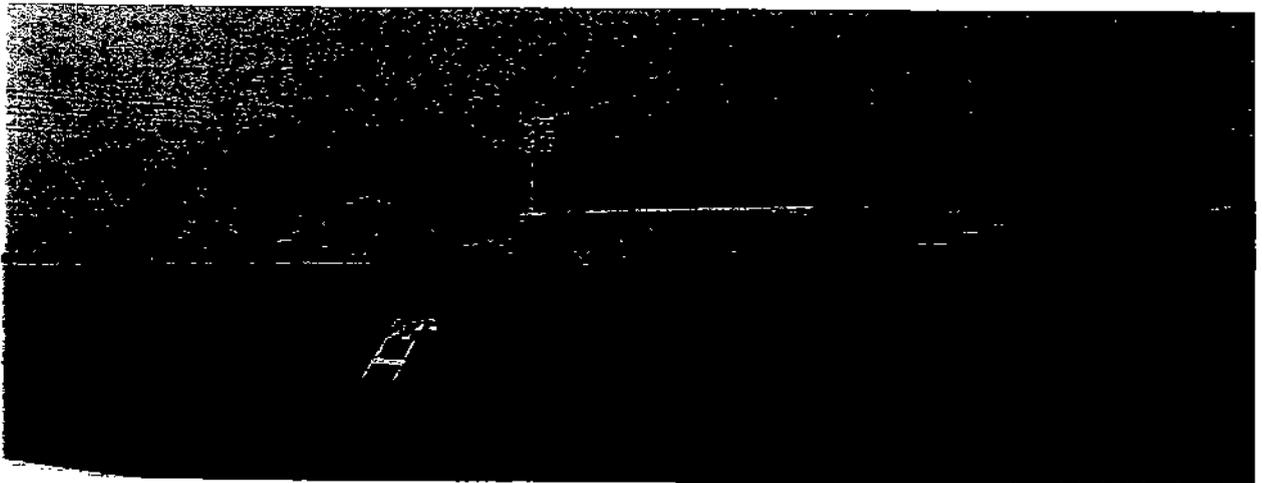
DAILY PILOT
330 W. BAY STREET



REAR OF PROPERTY - (STORAGE FACILITY)



NORTHEAST SIDE OF PROPERTY - (STORAGE FACILITY)



EAST SIDE OF PROPERTY - (AUTO STORAGE)

Attachment 3
Draft Resolution

RESOLUTION NO. 04-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COSTA MESA ADOPTING A MITIGATED NEGATIVE DECLARATION, MITIGATION MONITORING PROGRAM, GENERAL PLAN AMENDMENT GP-04-01 FOR 330/340 W. BAY STREET.

THE CITY COUNCIL OF THE CITY OF COSTA MESA HEREBY RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Richard Dick of Richard Dick and Associates, Inc., with respect to the real properties located at 330 and 340 W. Bay Street, requesting a General Plan amendment GP-04-01, to change the land use designation from General Commercial to Medium-Density Residential;

WHEREAS, the City Council of the City of Costa Mesa approved the General Plan Screening request for the proposed project on August 4, 2003;

WHEREAS, the General Plan is a long-range comprehensive document which serves as a guide for the orderly development of Costa Mesa;

WHEREAS, by its very nature, the General Plan needs to be updated and refined to account for current and future community needs;

WHEREAS, duly noticed public hearings was held by the Planning Commission on April 26, 2004 and by the City Council on May 17, 2004;

WHEREAS, the project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and an Initial Study/Mitigated Negative Declaration was prepared and available for public review from April 2, 2004 – April 21, 2004; and

WHEREAS, according to the initial study and Mitigated Negative Declaration, which reflect the independent judgment of the City of Costa Mesa, the proposed project could not have a significant effect on the environment. Additionally, the evidence in the record as a whole indicates that the project will not individually or cumulatively have an adverse effect on wildlife resources or habitat;

WHEREAS, the Planning Commission recommended City Council approval of the mitigated negative declaration and corresponding mitigation monitoring program, General Plan amendment, and rezone by adopting Resolution PC-04-34.

THEREFORE BE IT RESOLVED that the City Council hereby adopts the Mitigated Negative Mitigated Negative Declaration and Mitigation Monitoring Program.

BE IT FURTHER RESOLVED that the City Council hereby approves the following: (1) General Plan Amendment GP-01-04, to amend the General Plan Land Use Map for the properties at 330 and 340 W. Bay Street from General Commercial to Medium-Density Residential and to amend the text of the General Plan as set forth in Exhibit "A" of this resolution.

PASSED AND ADOPTED this _____ day of _____, 2004.

Mayor of the City of Costa Mesa

EXHIBIT "A"

330 and 340 W. Bay St.

General Plan Map



LEGEND

- Street Names
- Parcel Lines
- City Boundary
- General Plan
- Other
- Cultural Arts Center
- Commercial Center
- Commercial Residential
- Fairgrounds
- Golf Course
- General Commercial
- High Density Residential
- Industrial Park
- Low Density Residential
- Light Industrial
- Medium Density Residential**
- Neighborhood Commercial
- Public/Institutional
- Regional Commercial
- Urban Center Commercial

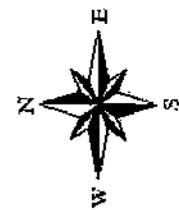
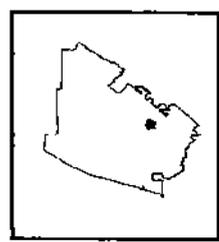


TABLE LU-1: LAND USE DESIGNATIONS (2001)

Land Use Designation	Residential Density DU/Acre ¹	Floor Area Ratio	Acres Developed	Acres Undeveloped (1999)	Total Acres	% of City
Low-Density Residential	≤8	Same as Neighborhood Commercial	2,168.3	1.8	2,170.1	26.8%
Medium-Density Residential ¹	≤12	Same as Neighborhood Commercial	790.8 794.5	25.7	816.5 820.2	10.1%
High-Density Residential ¹	≤20 ²	Same as Neighborhood Commercial	836.3	42.0	878.3	10.8%
Commercial-Residential	≤17.4	0.20/High Traffic 0.30/Moderate Traffic 0.40/Low Traffic	42.6	0.9	43.5	0.5%
Neighborhood Commercial	-	0.15/High Traffic 0.25/Moderate Traffic 0.35/Low Traffic 0.75/Very Low Traffic	41.4	2.5	43.9	0.5%
General Commercial	≤20	0.20/High Traffic 0.30/Moderate Traffic 0.40 Low Traffic 0.75/Very Low Traffic	614.4 610.7	20.4	634.8 631.1	7.8%
Commercial Center	≤20 ≤40 site-specific density for 1901 Newport Blvd ³	0.25/High Traffic 0.35/Moderate Traffic 0.45 Low Traffic 0.75/Very Low Traffic 0.70 Site-Specific FAR for 1901 Newport Blvd ³	29.4	63.3	92.7	1.2%
Regional Commercial	≤20	0.652/0.89 ⁴	114.7	0.0	114.7	1.4%
Urban Center Commercial	≤20	0.50 Retail 0.60 Office 0.79 Site-Specific FAR for So.Coast Metro Center ⁵	134.2	26.2	160.4	2.0%
Cultural Arts Center	-	1.77	49.0	5.0	54.0	0.7%
Industrial Park	≤20	0.20/High Traffic 0.30/Moderate Traffic 0.40/Low Traffic 0.75/Very Low Traffic	696.5	17.7	714.2	8.8%
Light Industry	≤20	0.15/High Traffic 0.25/Moderate Traffic 0.35/Low Traffic 0.75/Very Low Traffic	376.5	6.6	383.1	4.8%
Public/Institutional	-	0.25	1,286.3	0.5	1,286.8	15.9%
Golf Course	-	<0.01	560.1	0.0	560.1	6.9%
Fairgrounds	-	<0.10	146.4	0.0	146.4	1.8%
Total			7,886.9	212.6	8,099.5	100.0%

¹ Within the Medium- and High-Density Residential designation, existing residential units legally built in excess of the dwelling units per acre standard may be rebuilt at the same higher density subject to other zoning code standards. The allowable density or number of units to be redeveloped would be limited to the 1990 General Plan density with a 25% incentive bonus for Medium-Density or a 50% incentive bonus for High-Density; or the existing number of units, whichever is less.

² See High-Density Residential text regarding an area in North Costa Mesa where the density allowance is 25 to 35 DU/acre.

³ See Commercial Center text. ⁴ See Regional Commercial text. ⁵ See Urban Center Commercial text.

within Medium and High-Density Residential designations. This is primarily the result of changes in the 1990 General Plan that reduced residential densities. This change was primarily a reflection of the community's concerns for quality of life issues related to traffic and a more appropriate balance between the amount of land devoted to multi-family and single-family development. The density of these existing legal, non-conforming residential developments is accounted for in the growth and traffic projections of this 2000 General Plan.

COMMERCIAL AREAS

Commercial land use designations encompass 13.4 percent of the City's land area. The ~~4,090~~ 1,086 acres designated for commercial uses contain approximately 16.6 million square feet of commercial space. These uses are spread throughout the City, divided into seven commercial designations and one mixed-use designation (Commercial-Residential) (refer to Table LU-1). South Coast Plaza contains the largest single concentration of retail uses in the City. It accounts for 30 percent of the City's commercial square footage and 25 percent of the retail sales. Within this same area, the development in the Town Center area contains 20 percent of the City's office space.

The Harbor Boulevard commercial district encompasses almost one-third of Costa Mesa's commercial land. The district is responsible for 40 percent of the City's retail sales, indicating that Harbor Boulevard's trade area is of a regional scale. The major factor for this is the concentration of new car dealerships on Harbor Boulevard.

The 92-acre East 17th Street commercial district contains a variety of commercial uses, including retail, service, and office. The area generally serves local residences and businesses. One-tenth of the City's retail sales is attributable to East 17th Street businesses.

INDUSTRIAL AREAS

Industrial land use designations encompass 1,097 acres of land in Costa Mesa. These uses are primarily concentrated in three major districts: the Southwest District, the Airport Industrial District, and the North Costa Mesa Industrial District (refer to Table LU-2). The Southwest District is the City's oldest industrial area and the two other areas are more recently developed industrial parks located in the northwest and northeast sections of the City.

The Southwest District contains 312 acres and represents 88 percent of the City's land designated for Light Industry. This area contained a substantial amount of industrial development before the City was incorporated. The area contains several large manufacturing firms as well as a high percentage of smaller industrial operations, frequently in multi-tenant structures. The Southwest District is one of Costa Mesa's major employment centers employing approximately one-fourth of the City's employees engaged in manufacturing-related jobs. Forty-one (41) percent of the manufacturing employers are located in this district.

The 390-acre Airport Industrial Area is a portion of the much larger Irvine Industrial Complex which extends into the cities of Irvine and Tustin. This area is characterized by large parcels and wide landscaped setbacks. Several firms have located their main or regional headquarters in the area and are often the single tenants in large structures.

Attachment 4
Draft Ordinance

ORDINANCE 04-

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COSTA MESA, CALIFORNIA, ADOPTING REZONE PETITION R-01-04 CHANGING THE ZONING OF 330 AND 340 W. BAY STREET TO MEDIUM-DENSITY, MULTI-FAMILY RESIDENTIAL (R2-MD).

THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1: There is hereby placed and included in the R2-MD zone all the real property shown on attached Exhibit "1" and described as 330 W. Bay Street and 340 W. Bay Street, Assessor Parcel Numbers 419-222-08 and 419-222-09, situated in the City of Costa Mesa, County of Orange, State of California, to wit:

Lots 25 and 26 of Tract 9 in the City of Costa Mesa, County of Orange, State of California, as shown on a map recorded in book 9, page 9, miscellaneous maps, in the office of the County Recorder.

SECTION 2: Pursuant to the provisions of Section 13-22 of the Costa Mesa Municipal Code, the Zoning Map of the City of Costa Mesa is hereby amended by the change of zone described in Section 1 hereof and in Exhibit 2.

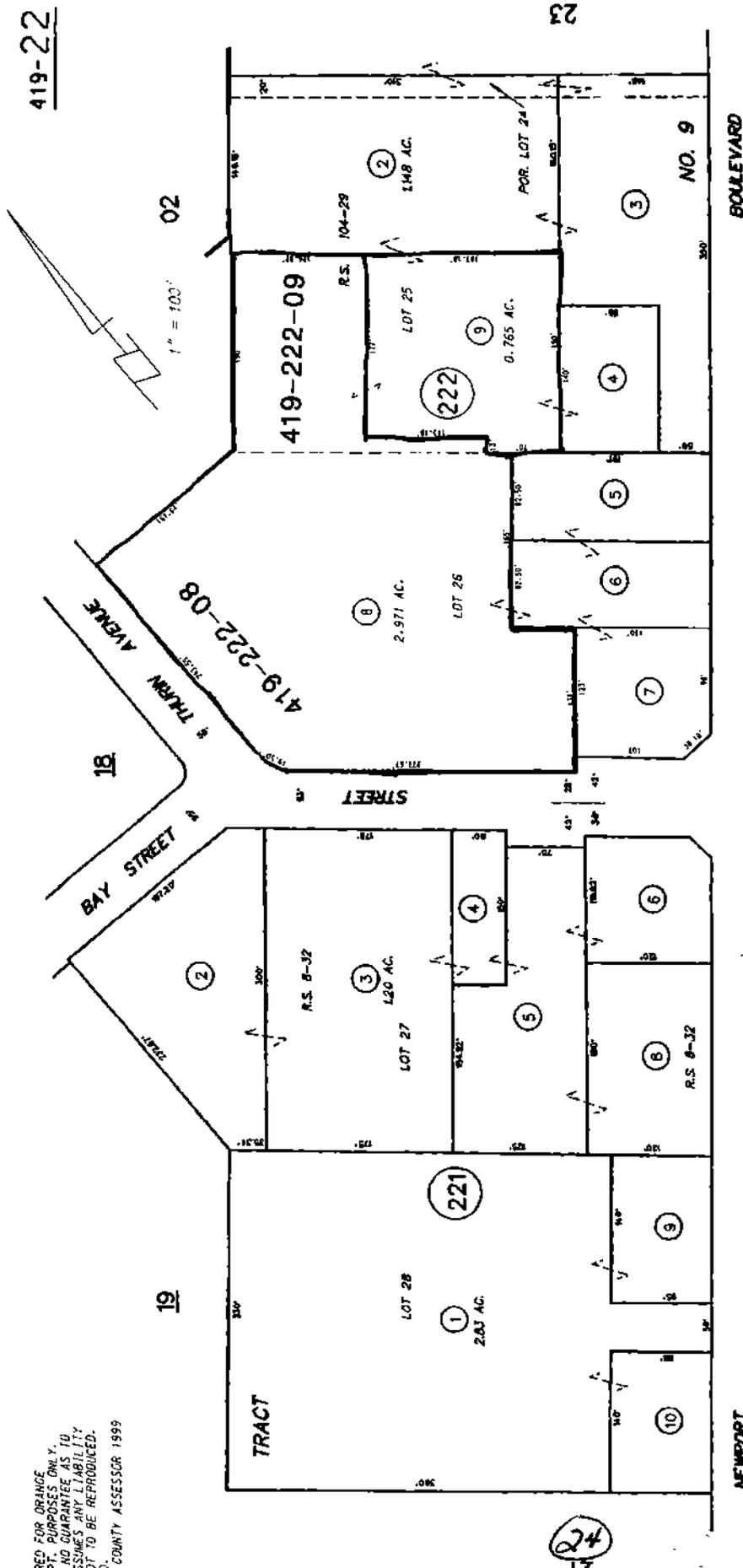
SECTION 3: This Ordinance shall take effect and be in full force thirty (30) days from and after the passage thereof, and prior to the expiration of fifteen (15) days from its passage shall be published once in the ORANGE COAST DAILY PILOT, a newspaper of general circulation, printed and published in the City of Costa Mesa or, in the alternative, the City Clerk may cause to be published a summary of this Ordinance and a certified copy of the text of this Ordinance shall be posted in the office of the City Clerk five (5) days prior to the date of adoption of this Ordinance, and within fifteen (15) days after adoption, the City Clerk shall cause to be published the aforementioned summary and shall post in the office of the City Clerk a certified copy of this Ordinance together with the names and member of the City Council voting for and against the same.

PASSED AND ADOPTED this _____ day of _____, 2004.

Mayor of the City of Costa Mesa

WAS PREPARED FOR ORANGE
 COUNTY ASSESSOR'S DEPT. PURPOSES ONLY.
 ASSessor MAKES NO GUARANTEE AS TO
 ACCURACY NOR ASSUMES ANY LIABILITY
 FOR ERRORS OR OMISSIONS. ALL RIGHTS
 RESERVED.
 ORANGE COUNTY ASSESSOR 1999

EXHIBIT 1



NOTE - ASSESSOR'S BLOCK &
 PARCEL NUMBERS
 SHOWN IN CIRCLES

MARCH 1985
 TRACT NO. 9
 M.M. 9-9

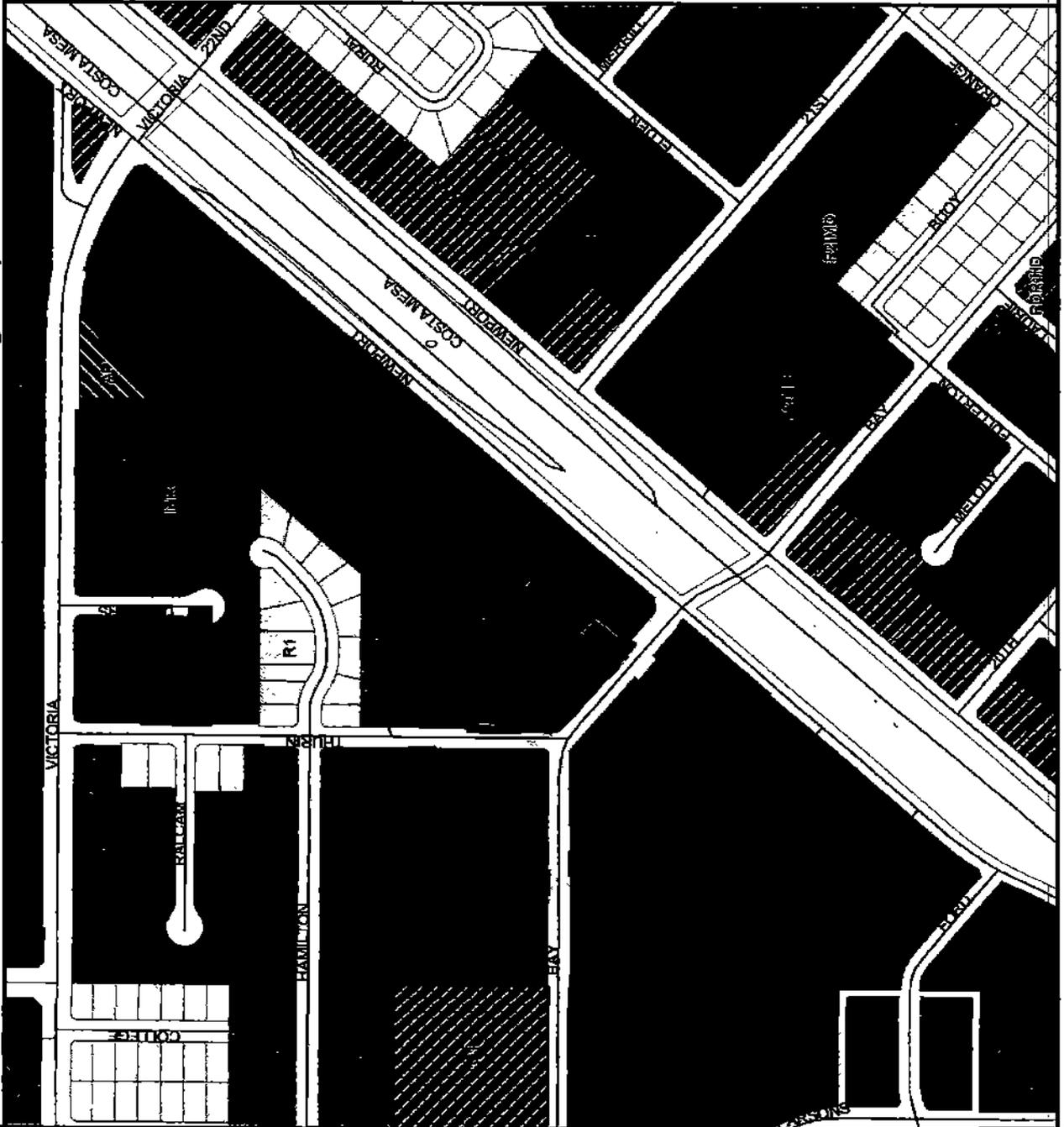
ASSESSOR'S MAP
 BOOK 419 PAGE 22
 COUNTY OF ORANGE

20th STREET

21st STREET

330 and 340 W. Bay Street

Zoning Map



LEGEND

ZONING

- Single Family Residential
- Multiple Family Residential (Medium Density)
- Multiple Family Residential (High Density)
- Multiple Family Residential
- Administrative and Professional
- Commercial Limited
- Shopping Center
- Local Business
- Office Business
- Town Center
- Planned Development Residential - Low Density
- Planned Development Residential - Medium Density
- Planned Development Residential - High Density
- Planned Development Residential - North Costa Mesa
- Planned Development Commercial
- Planned Development Industrial
- Institutional and Recreational
- Institutional and Recreational - School
- Off-Street Parking
- General Industrial
- Industrial Park
- Specific Plan Areas
- Sphere of Influence
- City Boundary Line
- Freeways





CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

If you wish to review the remaining attachments, please call
the City Clerk's office at (714) 754-5225