



CITY COUNCIL AGENDA REPORT

MEETING DATE: March 15, 2005

ITEM NUMBER:

SUBJECT: TRANSMITTAL OF WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE (WROC) IMPLEMENTATION PLAN

DATE: MARCH 15, 2005

FROM: DEVELOPMENT SERVICES/REDEVELOPMENT

PRESENTATION BY: HILDA VETURIS, MANAGEMENT ANALYST
AND KIMBERLY BRANDT, PRINCIPAL PLANNER

FOR FURTHER INFORMATION CONTACT: HILDA VETURIS, MANAGEMENT ANALYST
(714) 754-5608

RECOMMENDATION:

1. Approve the Westside Revitalization Oversight Committee (WROC) Implementation Plan with the following modifications:
 - a. Modify "Recommendation B1" to indicate it will be an overlay zone with performance standards for live/work, artist lofts, and residential land uses.
 - b. Modify Section 3.0 Implementation Schedule as proposed by staff.
2. Direct staff to proceed with the WROC Implementation Plan as modified by staff.

BACKGROUND:

Over the past few years there has been concern and interest expressed by the community to improve the Westside. As a result, two advisory committees, the Community Redevelopment Action Committee (CRAC), which transitioned into the Westside Revitalization Oversight Committee (WROC), have been involved in setting priorities and establishing a vision with specific recommendations for improvements to the Westside. The WROC recommendations are specifically outlined in the WROC Report, and were presented to, and received by the Redevelopment Agency on October 11, 2004. In addressing these recommendations, staff involved several City departments in the formulation of an action plan identified as the WROC Implementation Plan. In short, the Plan individually displays the recommendations with a detailed description of what is proposed, it identifies key departments and staff that will be involved, and also provides an implementation strategy and schedule with a proposed funding source for each recommendation.

The WROC, on January 27, 2005, reviewed the draft Implementation Plan and provided its comments, which staff incorporated into the Plan. The Implementation Plan was then presented to the Agency on February 15, 2005 for review. Overall, there was considerable discussion regarding the proposed overlay zones, the environmental process required to implement these changes, and the desire by WROC to accelerate the Implementation Schedule for the various programs. At that time, it was again noted that because many of the recommendations fall under the City's jurisdiction and responsibility, that the Plan would also need to be reviewed by City Council. Therefore, following input

by the WROC members, public, and Agency, the WROC Implementation Plan was received by the Agency and transmitted to City Council for further consideration.

ANALYSIS:

Recommendation: B1 – Live/Work, Artist Loft, Residential Overlay Zone

This recommendation generated considerable discussion at the Agency meeting last month. Concern was expressed that perhaps this recommendation conflicted with recommendations A1 - A4. The ensuing discussions with various committee members confirmed that the specific land uses shown in A1-A4 and their respective locations were to remain unchanged. The intent of this overlay area will be to create additional opportunities for mixed-use developments in the balance of the southwest industrial area. Property owners who are not interested in mixed-use development would still be able to develop their property under the existing zoning regulations.

There are two main approaches to create an overlay zone:

• **Approach 1: Create overlay zone over specific properties.**

The first approach is to identify commercial and industrial areas in the Westside that may be suitable or "appropriate" for live/work, artist lofts, and residential uses, and then develop specific standards for these areas. This would limit mixed-use development and residential to these specific areas. Westside properties outside these predefined areas would need to request a rezone to apply the overlay zone in order to develop a mixed-use project. Exhibits 1 and 2 provide an aerial view and identify existing land uses in the B1 areas.

• **Approach 2: Create a Westside Overlay Zone with performance standards.**

In lieu of identifying specific sites, another approach is to include performance standards in the overlay zone that are applied to the B1 areas. Examples of performance standards for live/work or residential development include:

- Proximity to and interface with existing residential and industrial areas;
- Proximity to community services, including schools and parks;
- Existing and proposed buffers from existing industrial land uses;
- Daily vehicle trip generation for the project;
- Minimum development lot size;
- Provision of onsite common interest amenities, including recreational uses, meeting areas, etc.;
- Adequacy of onsite parking and open space; and
- Nature, operational characteristics, and expected life of adjacent nonresidential buildings.

This approach is more flexible than the first approach, because it does not limit mixed-use or residential development to precise areas and allows the private market to drive Westside redevelopment within the development parameters established by the City. Staff recommends this approach since it has been used to a limited extent in the Newport Boulevard Specific Plan Area and it is also being considered in the Bristol Street Mixed-Use Study.

Implementation Schedule

Page 34 of the WROC Implementation Plan includes the proposed schedule for implementing the various programs. As discussed in the Plan, Development Services/Planning Division staff resources are limited; therefore, all of the strategies cannot be implemented immediately. Upon further consideration of the recommendations involving Development Services as the primary department, staff recommends that the strategies be prioritized as follows:

- Phase 1 (approximately 3 months to complete): A1
- Phase 2 (approximately 9 months complete): A2, A3, A4, D5, and D6
- Phase 3a (approximately 2-4 months to complete): C2 and C4
- Phase 3b (approximately 9 months to complete): B1
- Phase 4 (approximately 4 months to complete): D1-D4

Environmental Analysis

In order to implement Recommendations A1-A4 and B1, staff will need to amend the City's General Plan and Zoning Code. In preparing the necessary amendments, staff will use the existing General Plan assumptions for traffic generation and the circulation system contained in the Master Plan Highways. Another key General Plan policy that will guide these amendments is the 4-story height limit south of the I-405. Staff anticipates that following environmental analyses for each implementation phase in order to satisfy the California Environmental Quality Act requirements.

Phase 1 (A1): Negative Declaration without outside environmental consultant assistance.

Phase 2 (A2, A3, A4, A4, D5, and D6): Mitigated Negative Declaration without outside consultant assistance.

Phase 3a (C2 and C4): Exempt from environmental analysis.

Phase 3b (B1): Mitigated Negative Declaration without outside consultant assistance.

Phase 4 (D1-D4): Negative Declaration without outside environmental consultant assistance.

ALTERNATIVES CONSIDERED:

As Council may know, 1640 Monrovia Avenue (Exhibit 1) is currently listed on the market for sale. Due to its 7-acre size, there has been considerable interest expressed by private developers for mixed-use development. Staff believes that this site merits consideration for a live/work site, due to the nature and proximity of existing surrounding industrial uses. Also, the large parcel size provides a unique opportunity to create a live/work community of sufficient scale to create its own identity, while also creating a model project that may encourage similar projects in the balance of the study area. Therefore, staff recommends that this site be added to the A4: Industrial Live/Work Overlay Zone WROC program.

FISCAL REVIEW:

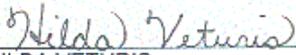
Each recommendation within the WROC Implementation Plan indicates the proposed funding source or need for additional financial assistance. In short, Recommendations A1-A5, B1, C1-C4, C6, D1-D5, D7, D8 can be accomplished using existing staff resources. Recommendation A6 for improvement of West 19th Street lights and landscaped medians will cost \$2,382,000; Measure M, Gas Tax and Community Development Block Grant (CDBG) funds, have been identified as potential funding sources. Recommendation C5 provides for the creation of a Code Enforcement Volunteer Program using existing staff time, but will require additional funding at an estimated cost of \$13,200. If Council wishes to proceed with Recommendations A6 & C5, staff will incorporate them into the FY 05/06 budget, unless Council directs otherwise.

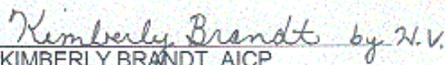
LEGAL REVIEW:

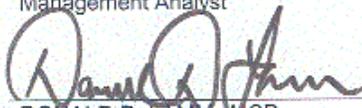
No legal review is required.

CONCLUSION:

Currently it is anticipated that most of the recommendations can be implemented using existing staff and resources. Therefore, based on the information provided, staff recommends approval of the WROC Implementation Plan as modified, and that Council direct staff to proceed with the Plan. It is important to note that potential changes to staff's recommendation may result in schedule and/or budgetary adjustments.


HILDA VETURIS
Management Analyst


KIMBERLY BRANDT, AICP
Principal Planner


DONALD D. LAMM, AICP
Deputy City Mgr.-Dev. Svs. Director

DISTRIBUTION: City Manager
Asst. City Manager
City Attorney
Deputy City Manager
Public Svs. Director
WROC Members
City Clerk (2)
Staff (4)
File (2)

ATTACHMENTS: 1. WROC Implementation Plan (Under separate cover)
2. Exhibits
3. Correspondence

ATTACHMENT 1
(Under Separate Cover)

WROC IMPLEMENTATION PLAN

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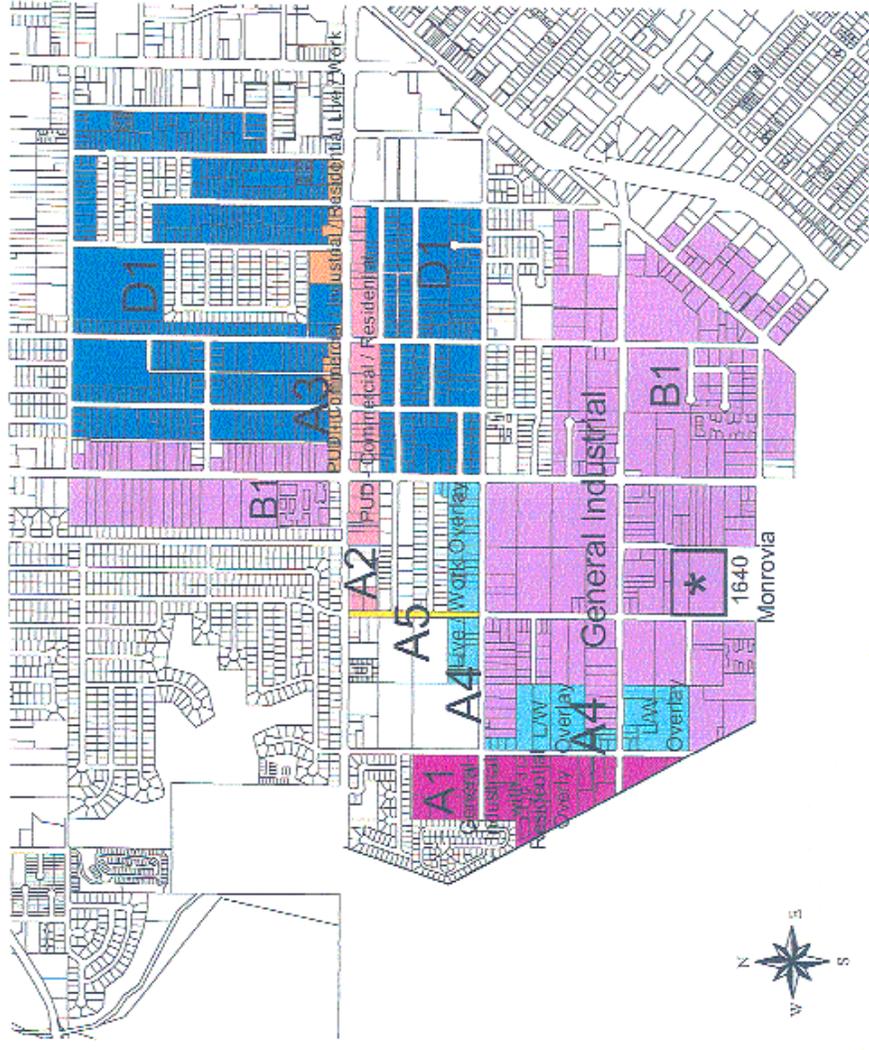
Attachment 1 -

- **WROC Implementation Plan**

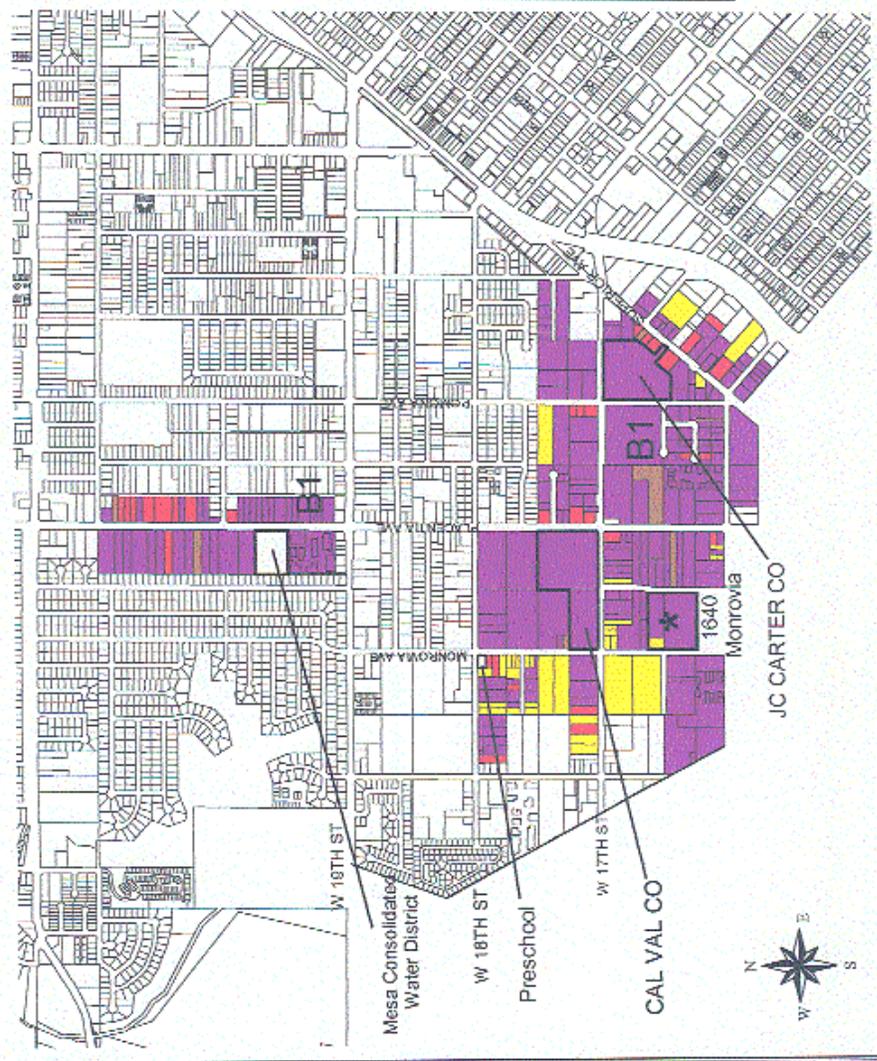
ATTACHMENT 2

EXHIBITS 1 & 2

WROC IMPLEMENTATION PLAN AREA MAP



B1 AREA LAND USES



LEGEND

White	Parcels
Yellow	Residential
Red	Retail
Purple	Industrial
Brown	Vacant

ATTACHMENT 3

CORRESPONDENCE RECEIVED
2/16/05 – 3/15/05

TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

Signature: *Clayton Mgmt Co.*

OWNER - 1977-1981
Address: 20391 Running Springs Ln Placentia Area
Huntington Beach, CA 92656 CA, CA 92666

FEB 16 2005 AM 11:08

TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

Signature: *Thomas Inguan*

FEB 16 2005 AM 11:08

Name &

Address: Thomas Inguan
6261 Palomino Circle
Somis, CA 93061

TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

Signature: *John Hefferman*

2/15/2005

Name &

Address:

JOHN HEFFERMAN
26 CORPORATE PLAZA, #100
NEWPORT BEACH, CA 92660
(949) 840-4300 / FAX 721-1140

TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

Signature: Martin Pickett FEB 16 2005 AM 11:08

Name &
Address: MARTIN PICKETT - CLA-VRL
1701 PLACENTIA

TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

FEB 16 2005 AM 11:08

Signature: Don & Carmen Fitzgerald

Name &
Address: DON & CARMEN FITZGERALD
2890 STROMBOLI RD, COSTA MESA 92626
2066 PLACENTIA, COSTA MESA 92627

TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

Signature: Paul Frech FEB 16 2005 AM 11:08

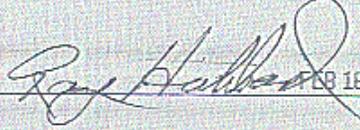
Name &
Address: PAUL FRECH
2090 PLACENTIA AVE
COSTA MESA, CA 92627

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TO THE MEMBERS OF THE COSTA MESA CITY COUNCIL:

I AM A MEMBER OF THE WESTSIDE REVITALIZATION
ASSOCIATION (WRA) AND I SUPPORT THE WROC
RECOMMENDATIONS AS STATED IN THE WROC REPORT

Signature: _____



08 16 2005 AM 11:08

Name &

Address: Ray Hubbard - Costa Mesa Generator

1966 A Placentia Ave

Costa Mesa, CA 92627

VIII-2

**CITY OF COSTA MESA
INTEROFFICE MEMORANDUM**

TO: City Council
FROM: Council Member Eric R. Bever *EB*
DATE: March 15, 2005
SUBJECT: WROC IMPLEMENTATION PLAN

This memo, and attached map are forwarded to you as information items. At our Redevelopment Agency meeting of February 15, 2005, there was considerable discussion on the proposed Land Use Map as developed by the WROC. I have given the matter a lot of thought, as all of you probably have since that meeting.

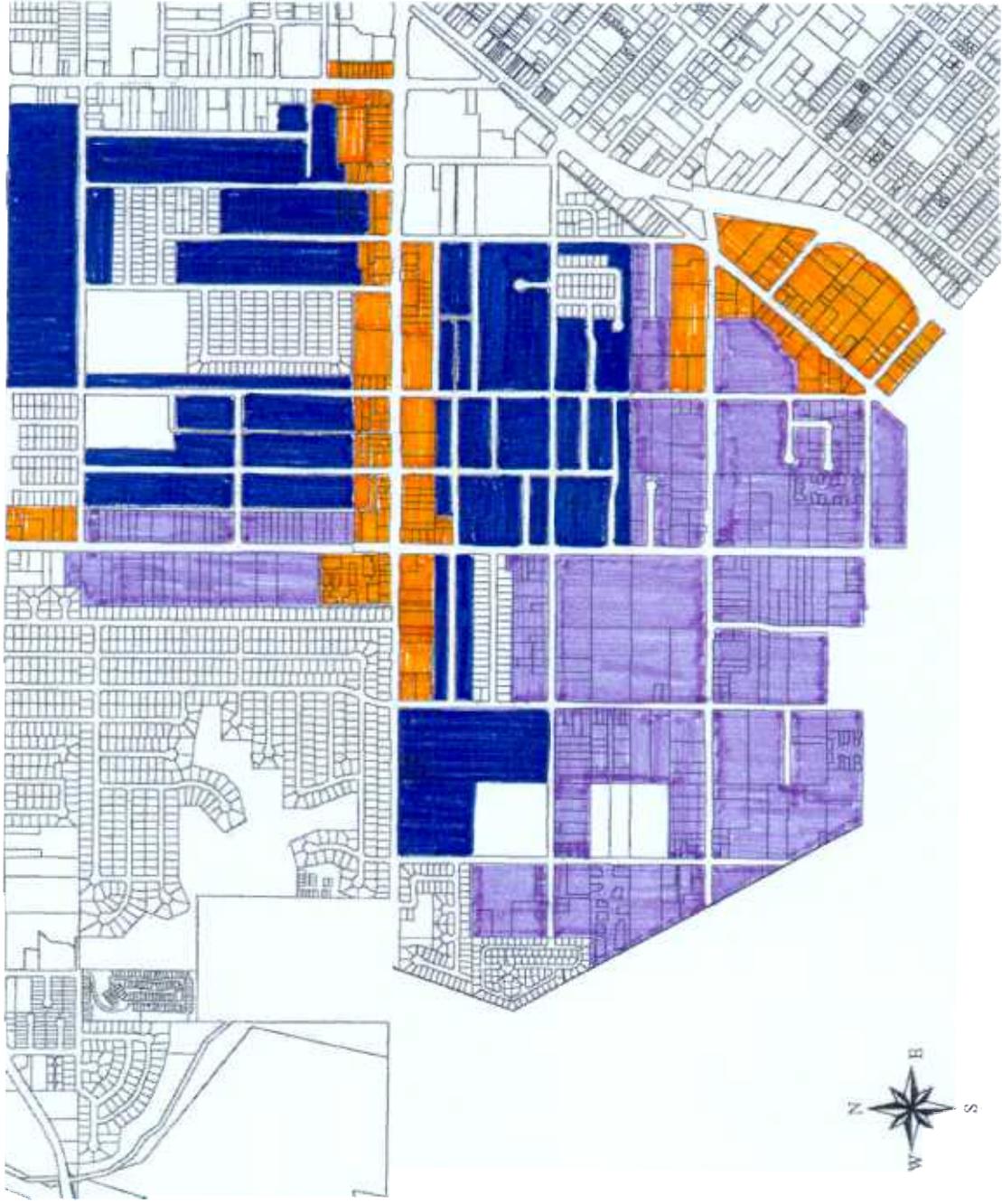
As part of my preparation for our consideration of the WROC recommendations, I developed the attached Land Use Map, which distills the WROC's suggested zoning changes into three basic types: D1- housing incentives, A-2 Mixed use, and B-1 Live Work, and Residential. I have also suggested a slightly modified application of those overlays, which is reflective of the General Plan Map, and is intended to enhance the prospect of achieving the desired results. I have made copies available to staff and asked that the map be posted on the City's Website (along with this memo) and forwarded to participants of the Westside Revitalization Oversight Committee.

In addition to the attached, I also believe it is important that we begin to develop some sense of what this transformation of the Westside – based on the WROC's recommendations for zoning overlays, and incentives – could actually look like. Understandably, some may have difficulty visualizing what some of the suggested changes mean. Consequently, I have opened communication with the residential development community to request that they provide concept drawings of representative projects and street fronts, so the broader community has a better idea of what we are considering.

I would be happy to explain some of the thinking behind this proposal as part of our deliberations at our upcoming meeting.

/cq

WROC IMPLEMENTATION PLAN AREA MAP



LEGEND

-  **B-1**
Live Work or Residential
Overlay zone
-  **A-2**
Mixed Use, Commercial-
Residential hybrid
Overlay zone
-  **D-1**
Residential Ownership
Incentives Overlay