



CITY COUNCIL AGENDA REPORT

MEETING DATE: DECEMBER 6, 2005

ITEM NUMBER:

SUBJECT: GENERAL PLAN SCREENING REQUEST FOR THE FOLLOWING PROPERTIES:
(1) GPS-05-06 1941 CHURCH STREET / 1944 NEWPORT BOULEVARD
(2) GPS-05-08 WESTSIDE LOFTS SITE (1640 MONROVIA AVE.)
(3) GPS-05-09 PACIFIC MESA PROPERTIES (660/670 W. 17th ST.)
(4) GPS-05-10 ALL INDUSTRY INVESTMENT (1690 PLACENTIA/755-785 W. 17th ST.)

DATE: NOVEMBER 22, 2005

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

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

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

RECOMMENDATION

Accept proposed General Plan amendment screening requests for processing.

BACKGROUND

General Plan Screening Criteria

City Council Policy 500-2 establishes a procedure for processing privately initiated General Plan amendments. This procedure involves a City Council screening of these requests prior to their acceptance for formal processing. The policy includes three criteria for accepting requests and two criteria for rejecting requests. The acceptance criteria are as follows:

1. A General Plan amendment is necessary to resolve inconsistency between the General Plan designation and zoning of a parcel.
2. A General Plan amendment is necessary to provide a uniform land use designation on a single parcel.
3. A General Plan amendment would result in decreased traffic impacts from the property.

The criteria for rejecting an application are as follows:

1. The request applies to a single small lot or a small area, especially if the change would make the property inconsistent with surrounding properties.

2. The property is located in the Redevelopment Area and requires action by the Redevelopment Agency to amend the Redevelopment Plan.

In addition to the above criteria, the policy also states that no request shall be accepted that would increase the overall, citywide development cap. It does, however, allow amendments that would result in development exchanges or transfers to be considered. The policy also acknowledges that these criteria are only guidelines and City Council may accept an application which does not meet the criteria if it finds there are overriding reasons to do so.

ANALYSIS

Project Summary Sheet

A one-page, project summary sheet is attached for each screening request. This summary sheet provides the following information:

- General Plan Land Use Map and Aerial Photograph
- Project Description, Land Use and Traffic Analysis
- Justification for Acceptance

General Plan Screening Requests

The following table summarizes each General Plan screening request submitted for processing:

Planning	Address	Request
GPS-05-06	1941 Church/1944 Newport Blvd.	Request from property owner at 1941 Church to change the land use designation of 1,364 sq.ft. portion of the property from Medium Density Residential to General Commercial to accommodate a lot line adjustment.
GPS-05-08	1640 Monrovia Avenue	Request from Nexus Development to change the land use designation of a 6.8-acre site from Light Industry to High Density Residential
GPS-05-09	660/670 West 17th Street	Request from Pacific Mesa Properties to change the land use designation of a 10-acre site from Light Industry to General Commercial.
GPS-05-10	1690 Placentia Avenue/755-785 W. 17th Street	Request from All Industry Investment Company to change the land use designation of a 4.1-acre site from Light Industry to High Density Residential

Traffic Analysis Required

While a preliminary traffic evaluation was completed for each screening request, a detailed traffic analysis with the project-specific environmental review is required at the time of project submittal.

In consultation with the Transportation Services Manager, the traffic analysis for each development project would generally include, *where applicable*, the following information:

- Pedestrian and vehicle circulation plan.
- Analysis of any increased traffic in relation to existing and projected traffic levels.
- Comparison of directional trip characteristics for residential versus commercial or industrial uses.

ALTERNATIVES CONSIDERED

City Council has the following alternatives available for consideration for each screening request:

1. Accept the screening request for each specific project by separate motions. Pursuant to Council Policy 500-2, Council may acknowledge that the General Plan screening criteria are only guidelines and that City Council may accept an application that does not meet the criteria based on other considerations. The justification for approving the screening request is provided on the summary sheet.
2. Deny a specific screening request. Denial of a specific request would maintain the existing land use designations, corresponding land use regulations, and entitlements of the subject property.

FISCAL REVIEW

Fiscal review is not required for this item.

LEGAL REVIEW

Legal review is not required for this item.

CONCLUSION

Staff recommends acceptance of each of the proposed General Plan amendment for processing and additional analysis:

- (1) GPS-05-06 1941 CHURCH STREET / 1944 NEWPORT BOULEVARD
- (2) GPS-05-08 WESTSIDE LOFTS SITE (1640 MONROVIA AVE.)
- (3) GPS-05-09 PACIFIC MESA PROPERTIES (660/670 W. 17th ST.)
- (4) GPS-05-10 ALL INDUSTRY INVESTMENT (1690 PLACENTIA/755-785 W. 17TH ST.)

If the screening requests are approved, project specific environmental analysis will be completed for each development proposal. Based on a preliminary traffic and land use analysis, staff believes that each screening request merits further consideration through the General Plan amendment process.

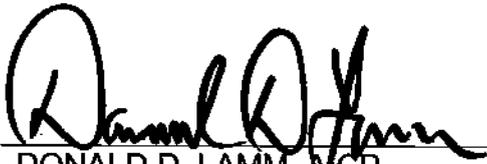
With exception to the screening request for 1941 Church Street/1944 Newport Blvd., it is important to note that the development proposals for the screening requests will be subject to further environmental analysis (e.g. mitigated negative declaration). Furthermore, acceptance of the screening request does not set precedent for approval nor constitute the approval of a development project. The approval of a screening request strictly allows the applicant to further research/develop the proposal and provide City Council with an opportunity to review the relative merits of the proposed request in greater detail prior to final action.



CLAIRE L. FLYNN, AICP
Senior Planner



R. MICHAEL ROBINSON, AICP
Asst. Development Services Director

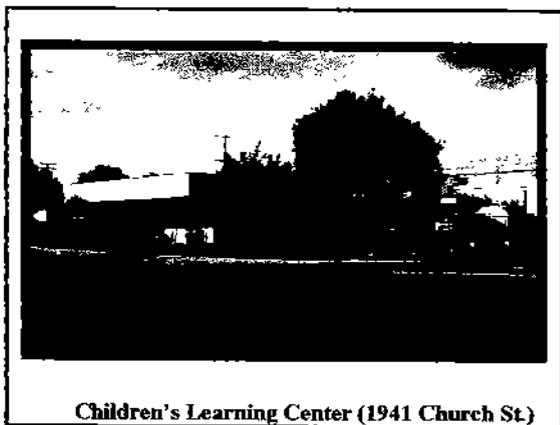


DONALD D. LAMM, AICP
Deputy City Mgr. – Dev. Svs. Director

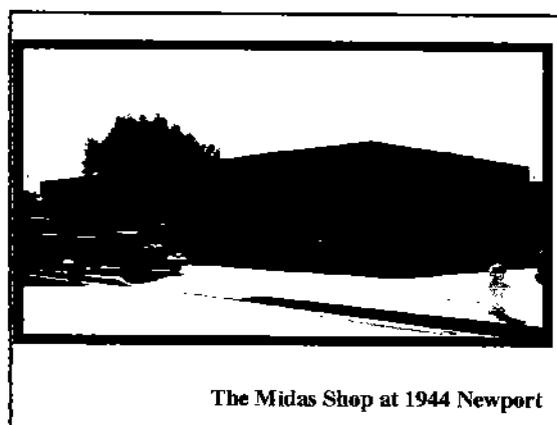
- Attachments:
1. 1941 Church/1944 Newport (Summary Sheet, Site Photos, Applicant Letter)
 2. Westside Lofts (Summary Sheet, Concept Plan, Site Photos, Applicant Letter)
 3. Pacific Mesa Properties (Summary Sheet, Site Photos, Applicant Letter)
 4. All Industry Investment Co. (Summary Sheet, Site Photos, Applicant Letter)

cc: City Manager
City Attorney
Bill Morris, Public Services Director
Peter Naghavi, Transportation Svs. Mgr.
Kimberly Brandt, Principal Planner
City Clerk
Staff (4)
File (2)

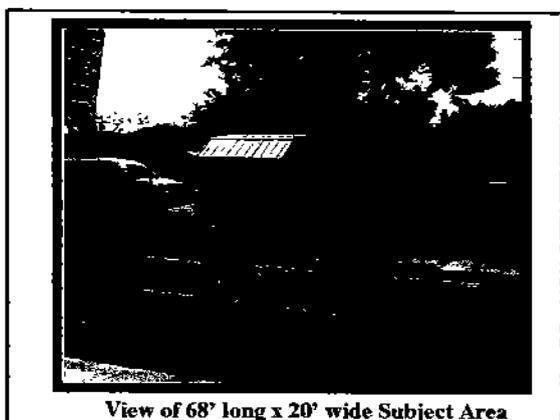
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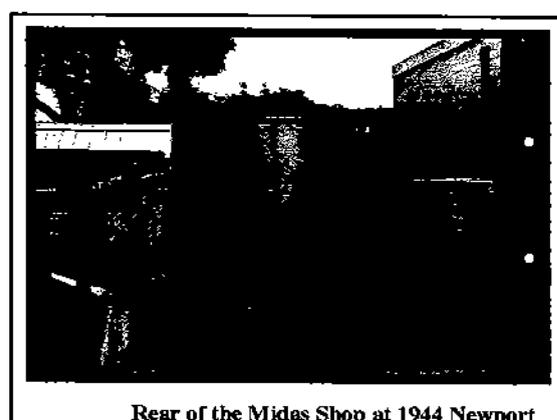
Children's Learning Center (1941 Church St.)



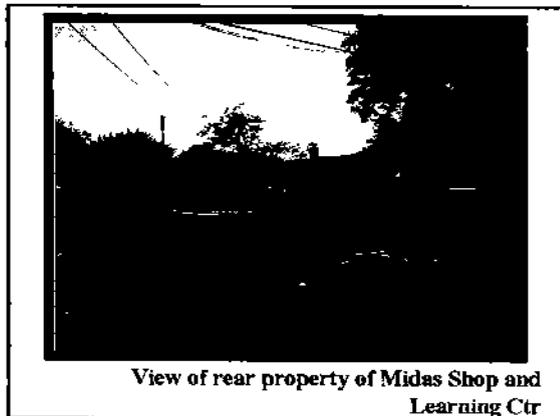
The Midas Shop at 1944 Newport



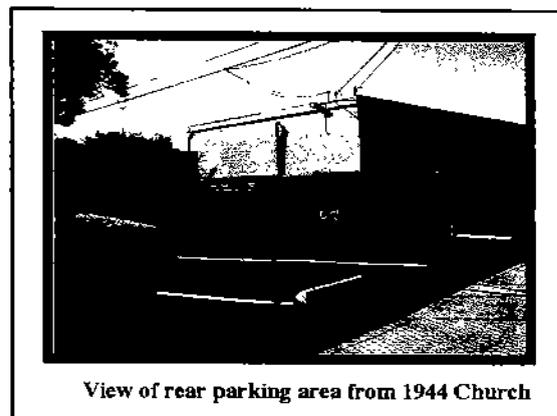
View of 68' long x 20' wide Subject Area



Rear of the Midas Shop at 1944 Newport



View of rear property of Midas Shop and Learning Ctr



View of rear parking area from 1944 Church

CITY OF COSTA MESA PLANNING APPLICATION
PROJECT DESCRIPTION AND JUSTIFICATION

1. **Project Address:**

1941 Church Street, Costa Mesa
1944 Newport Blvd, Costa Mesa

2. **Fully describe your request:**

Request Lot Line Adjustment so 1944 Newport Blvd would acquire approximately 20' x 68.22' from, 1941 Church Street.

3. **Justification:**

- A. **For a Conditional Use Permit or Minor Conditional Use Permit:** On a separate sheet, describe how the proposed use is substantially compatible with uses permitted in the same general area and how the proposed use would not be materially detrimental to other properties in the same area.
- B. **For a variance or Administrative Adjustment:** On a separate sheet, describe the property's special circumstances, including size, shape, topography, location or surroundings that deprive the property of privileges enjoyed by other properties in the vicinity under the identical zoning classification due to strict application of the Zoning Code.

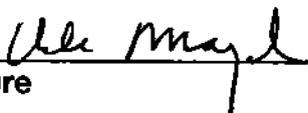
4. **This project is: (check where appropriate)**

- In a flood zone. In the Redevelopment Area.
 Subject to future street widening. In a Specific Plan Area.
 Includes a drive-through facility.
(Special notice requirements, pursuant to GC Section 65091 (d))

5. **I have reviewed the HAZARDOUS WASTE AND SUBSTANCES SITES LIST reproduced on the rear of this page and have determined the project:**

- Is not included in the publication indicated above.
 Is included in the publication indicated above.

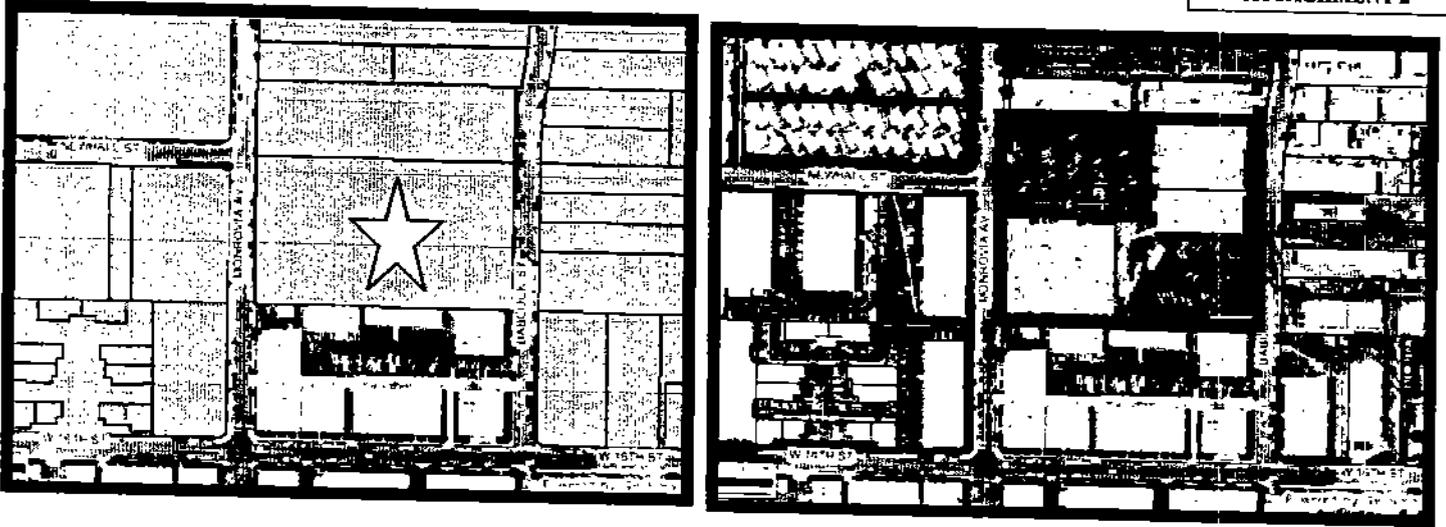
Signature



Date

9/22/05

ATTACHMENT 1B



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is to change the land use designation of a 6.8-acre site at 1640 Monrovia from Light Industry to High Density Residential. This site is located within the proposed Mesa West Bluffs Urban Plan area and formerly served as Eaton Industries headquarters (Concept Plan, Site Photos, and Applicant's Letter, Attachments 2A – 2C). In addition to the General Plan amendment, the proposed development project will consist of the following:

- Rezone of the property from MG to Planned Development Residential – High Density (PDR-HD).
- Master Plan approval of a high density residential development.
- Complete demolition of all existing industrial buildings and construction of up to 136 residential condominiums.
- Residential development to include: 1,000 sq.ft. to 2,600 sq.ft. condos with roof decks and outdoor amenity spaces, modern architectural style for the exteriors, and high-quality fixtures and finishes for the interiors.
- Condominiums maximizing views from balconies/roof decks of the Pacific Ocean, city lights, or the foothills.

LAND USE ANALYSIS

The Eaton buildings are currently vacant and formerly provided approximately 133,000 square feet of industrial building area. In the proposed High Density Residential land use/Planned Development Residential zone, the review/approval of a master plan is required. The Master Plan process would ensure that the residential project, including proposed building setbacks, structure orientation, placement of windows, outdoor amenity spaces, and noise attenuation, would be compatible with adjacent industrial properties. Since a residential development would only be permitted through an approved Master Plan, staff believes this process provides assurances for a unique residential urban village in the Westside that would be compatible with the surrounding industrial uses. A concept plan is attached for informational purposes only and does not represent the final plan.

TRAFFIC ANALYSIS

A traffic study completed by Austin-Foust concluded that the proposed 136-unit development would not result in significant adverse impacts. The following table is a trip generation summary table of existing and proposed development.

Land Use	AM Peak Hr Trips	PM Peak Hr Trips	Total Avg Daily Trips
<i>Existing Nonconforming Bldg</i> 133,000 sq.ft. of Industrial Uses	123	131	931
<i>Proposed Project</i> 136-unit Condominium Project (20 dwelling units/acre)	91	106	1,108
NET INCREASE			+177

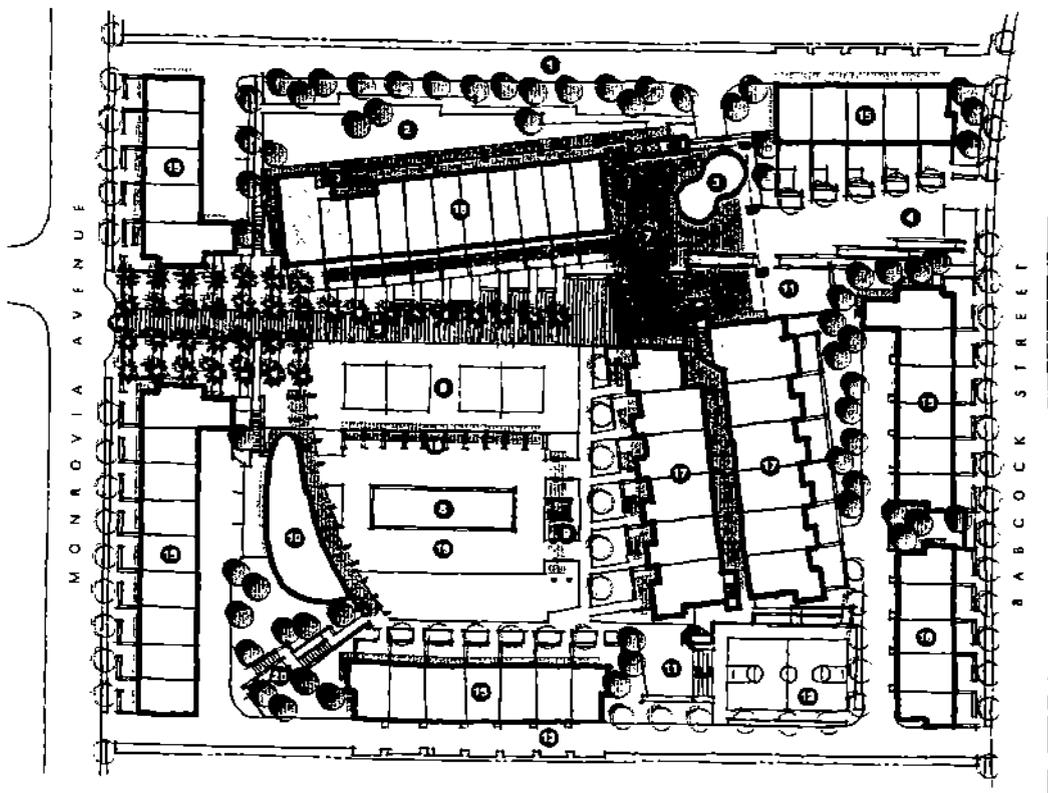
Given that the Eaton buildings are nonconforming in size and that there may be excess traffic capacity available in the traffic analysis zone, the study further concluded that theoretically up to 100 more dwelling units may be accommodated without requiring traffic mitigation. The traffic study is available for review at the public counter of City Hall.

JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy specified screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

1. Proposes a residential condominium project consistent with proposed Mesa West Bluffs Urban Plan. The Mesa West Bluffs Urban Plan would allow residential uses within a mixed-use overlay zone. While the overlay zone is currently not in place, the proposed project is consistent with the objectives of the Urban Plan as it provides new home-ownership housing opportunities to revitalize the Westside. The approval of the screening request would allow the applicant to move forward with this application independently of the Westside Urban Plan process.
2. Consistent with General Plan Land Use Objective LU-2A. The proposed project is consistent with Land Use Objective LU-2A which encourages new development and redevelopment to improve and maintain the quality of environment. The proposed project would redevelop a marginal industrial site and help improve the jobs/housing balance in the City.
3. Consistent with General Plan Land Use Policy LU-1F.4. This General Plan policy requires that residential densities be supported by infrastructure and that high-density residential areas not be permitted in areas which can cause incompatibility with existing single-family areas. The proposed Nexus development is consistent with this policy, because it plans to be within the development capacity of the roadway network and it would not conflict with any existing single-family residential neighborhood. Furthermore, compatibility with surrounding industrial uses would be examined pursuant to a Master Plan process.
4. Achieves General Plan Housing Element Goal HOU-3. The proposed owner-occupied housing project would achieve this Housing Element Goal by supplementing a diverse housing supply. Modern-style architecture featuring clean lines from steel/concrete construction, the new lofts would be architecturally compatible with neighboring industrial uses. In addition, the project would create owner-occupied housing opportunities targeted for entrepreneurs in the surfing industry, craftspersons, and other urban professionals seeking an "urban village" setting as opposed to a traditional residential neighborhood.

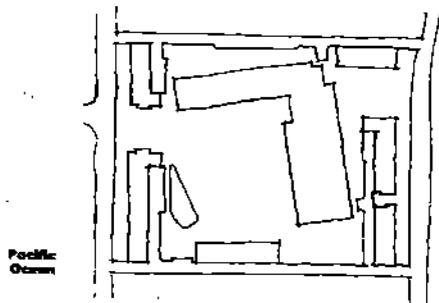
WESTSIDE LOFTS



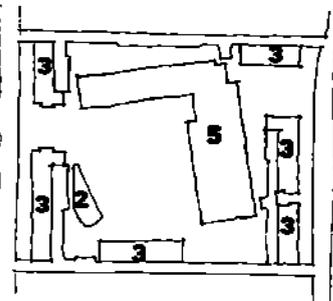
Site Legend

- 1 North Drive
- 2 Rooftop Garden
- 3 Kafe Office / Business Center
- 4 Entry Bar & Saddleback Fountain
- 5 Boardwalk
- 6 Beach / Volleyball Courts
- 7 Open-Air Lobby
- 8 Swimming Pool
- 9 Whirlpool Spa
- 10 Children's & Fitness Center
- 11 Terrace
- 12 Basketball Court
- 13 South Drive
- 14 West Gate & Pet's Room
- 15 Rowing Area
- 16 Lobby
- 17 Lobby
- 18 Clubhouse
- 19 Sun Deck
- 20 Staff Stairs & Climbing Wall

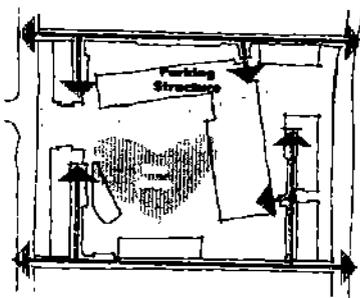
Site



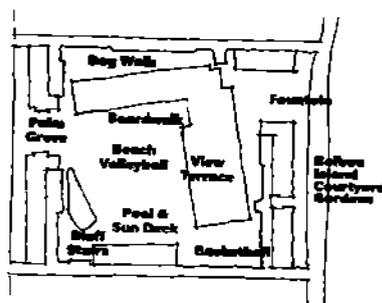
Views
Building location and orientation capture primary views



Building Bulk
Energetic architecture invites sun and creates a landmark



Access & Circulation
Cars at perimeter create a pedestrian-friendly community



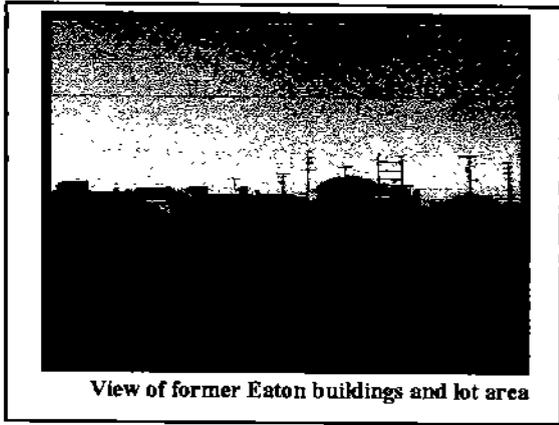
Open Space & Activity
Import the sights and sounds of the beach to the site

NEXUS
REAL ESTATE
STUDIO E
DESIGN

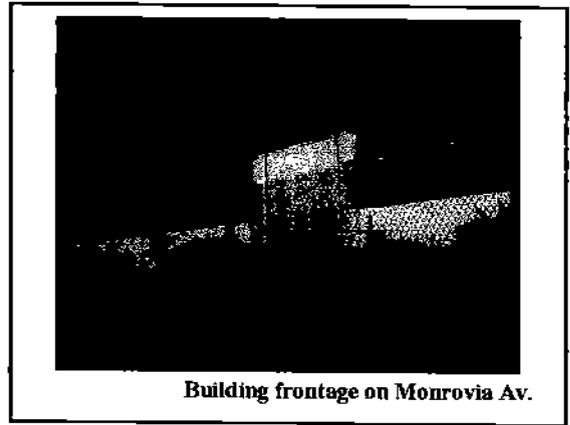
NOVEMBER 4, 2004

WESTSIDE LOFTS

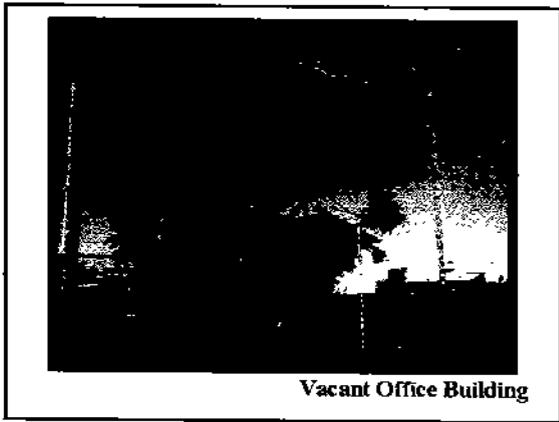
C O S T A N E S A C A L I F O R N I A



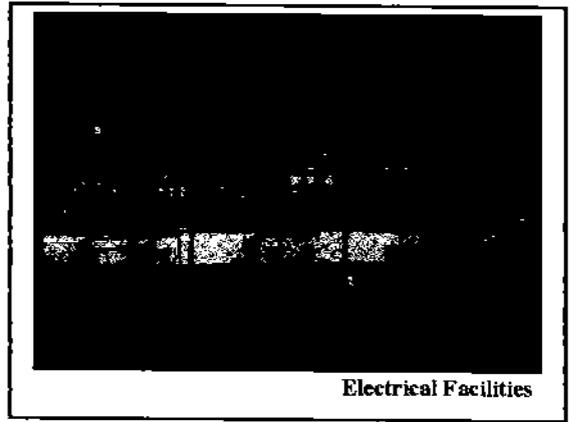
View of former Eaton buildings and lot area



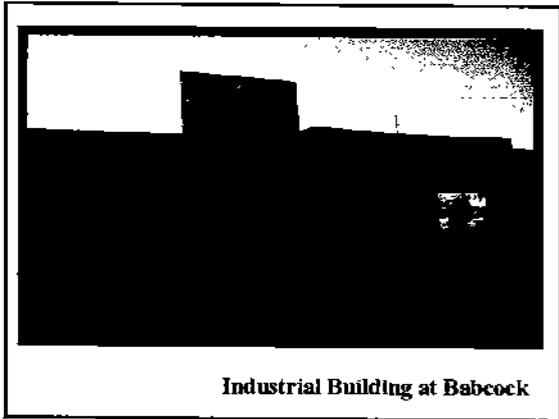
Building frontage on Monrovia Av.



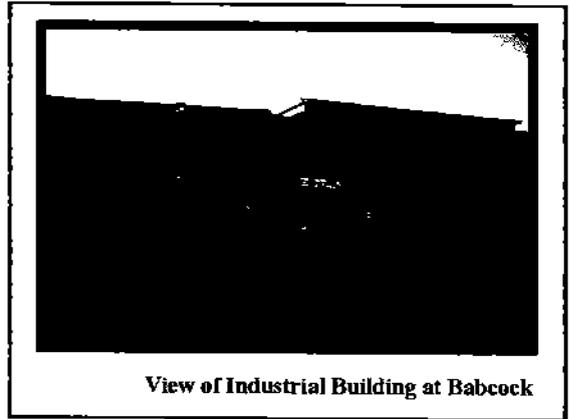
Vacant Office Building



Electrical Facilities



Industrial Building at Babcock



View of Industrial Building at Babcock

November 2, 2005

Don Lamm
Deputy City Manager
City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92628-1200

Re: 1640 Monrovia Avenue - Westside Lofts

Dear Mr. Lamm:

As you are aware, Nexus Development purchased the subject property which was formerly occupied with an industrial business. Our intent is to develop a for sale, residential project that will serve as the catalyst and example for future residential development on the Westside.

We have undertaken a series of site planning studies to determine the best design approach for the site. It has become apparent during these exercises that a higher density on the site would result in a more successful project, both from an economic standpoint as well as an urban site planning perspective.

The current General Plan designation for the site is Light Industry. We are seeking a General Plan Amendment to change the designation to High Density Residential that allows for up to 20 units per acre. We respect the City's desire to limit consideration of changes in land use if it is determined they will not have a negative impact on the City's traffic/circulation system. In that regard, we engaged Austin Foust to prepare a traffic analysis, with the participation of your City transportation staff, to determine if an increase in density on this site would have a negative impact. The conclusion of their analysis is the site can support a density in excess of 20 units per acre before additional traffic mitigation is warranted.

If the City Council determines it can support the processing of a General Plan Amendment for this property, we are confident we can deliver a unique, high quality residential project that will serve as the catalyst for future development on the Westside.

ATTACHMENT 2C

NEXUS Development Corporation Central Division

1 MacArthur Place, Suite 300, Santa Ana, CA 92707 ph 714.546.5600 fx 714.546.5660 www.nexusd.com

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The Mesa West Bluffs is an ideal location for a buyer seeking a different housing experience such as we are proposing for the property. We envision an urban design with clean, commercial-like architectural lines for the exteriors, and loft interiors with high quality fixtures and finishes that are appropriate for the sales prices we anticipate for the units. The increase in the density will allow us the opportunity to offer a range of unit sizes from 1,000 square feet to as much as 2,600 square feet. Many of the units will have roof decks and outdoor living areas, as well as views of the ocean or foothills. The size of the site, even at a density of 20 units per acre, will still allow us to create a generously sized amenity area. We believe this space is critical to creating the desired environment for the residents.

This site is a priority for our company, and an investment we believe will yield great dividends for the City and us. In order to insure we achieve the best design possible, we have asked three architects to participate in a design charette. It is our intent to have a conceptual site plan and "story boards" to share with you and the City Council at the hearing on December 6, 2005, in order to convey the type of architecture we envision and the building materials and finishes contemplated.

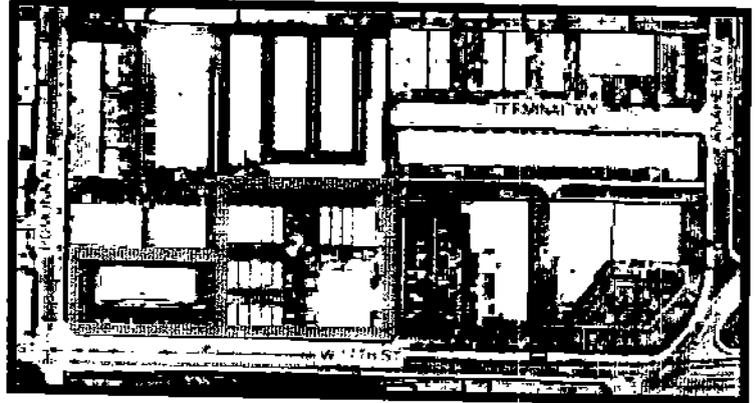
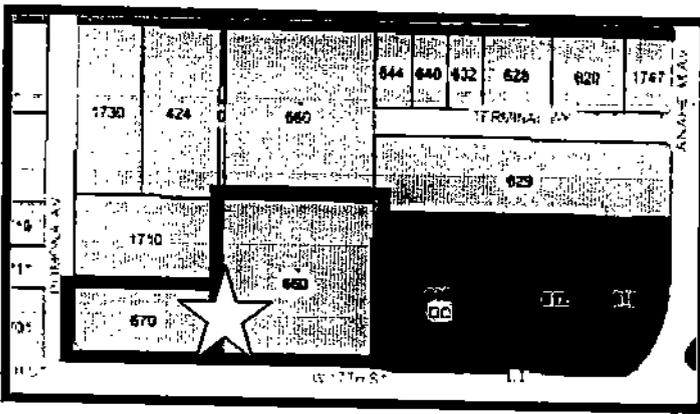
We look forward to working with you on this exciting project, and truly appreciate the assistance you and your staff have provided us as we pursue development of this key project.

Sincerely,



Cory W. Alder
Nexus Development
President

CN/CA/sha



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is to change the land use designation at 660/670 W. 17th Street from Light Industry to General Commercial. The existing General Plan land use designation and zoning (General Manufacturing "MG") do not allow commercial uses. Existing industrial businesses at the site include specialty wholesalers and light industrial businesses operating in quonset structures (Site Photos and Applicant Letter, Attachments 3A & 3B). In contrast to the Light Industry designation, the requested General Commercial land use would allow a home improvement retail store as a permitted use. In addition to the General Plan amendment, the proposed development project will involve the following:

- Rezone of the property from MG to General Commercial "C2"
- Complete demolition of all existing steel quonset structures.
- Construction of a home improvement retail building (such as a Home Depot) from 85,000 to up to 102,000 square feet of sales area and up to 32,000 sq.ft. of outdoor garden center area.
- Proposed building to consist of concrete tilt-up walls and panelized roof frame system.
- Building design and architecture to be comparable to other retail centers in the area (e.g. PetSmart, Trader Joes, etc.)

LAND USE ANALYSIS

The 10-acre project site is located west of the 17th Street and Superior Avenue, a heavily-traveled intersection composed of general commercial land uses at all four corners. A similar request for a General Plan amendment/rezone was approved for the future Grower's Direct site at the southwest corner of this intersection. The proposed home improvement site will be adjacent to and west of existing commercial uses, including Trader Joe's, PetSmart, and Michaels. While further analysis of a specific development project and traffic study needs to occur, staff believes that the proposed home improvement center would be compatible with the commercial uses to the east and industrial uses to the north/south/west.

TRAFFIC ANALYSIS

The applicant's request is to change the land use designation for proposed commercial development. A preliminary trip generation analysis indicates that the proposed change will result in an increase of average daily trips and am/pm peak hour trips. The following table is a trip generation summary of existing and proposed development.

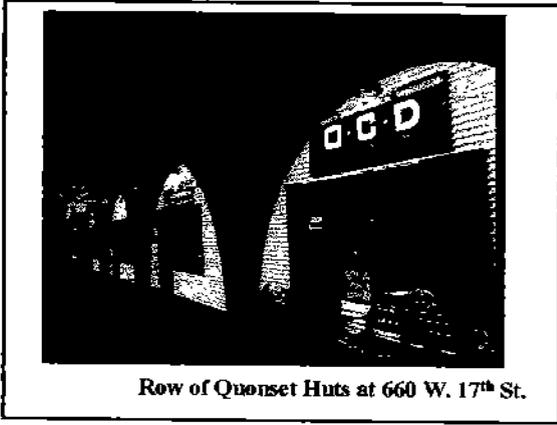
Land Use	AM Peak Trips	Hr Trips	PM Peak Trips	Total Trips	Avg Daily Trips
<u>General Plan Land Use</u> 108,000 sq.ft. Industrial Uses	100		107		759
<u>Proposed Project</u> 102,000 sq.ft. Home Retailer	122		250		3,040
32,000 sq.ft. Garden Center	42		122		1,155
NET INCREASE					+3,435 TRIPS

A detailed traffic analysis will be conducted at the time of project submittal, and the findings will be verified/evaluated in the appropriate CEQA document. Any feasible mitigation measures to reduce significant traffic impacts will be identified at that time.

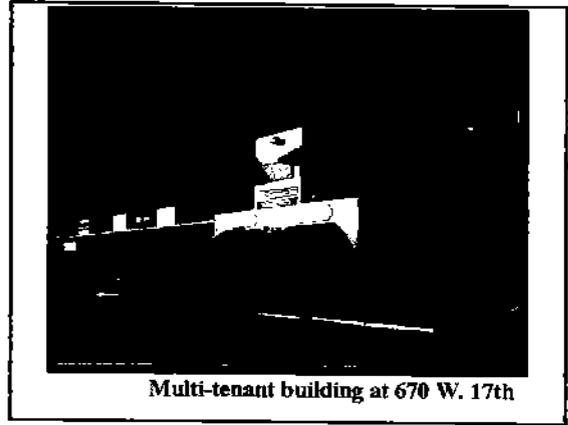
JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy specified screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

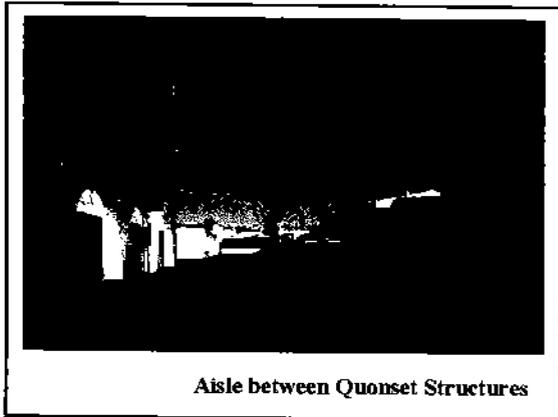
1. Proposes a major home improvement retail building to serve future mixed-use developments and live/work lofts projects in the Westside. Revitalization efforts in the Westside may create new residential urban villages consisting of medium- to high-density residential condominiums or live/work lofts. These proposed urban plan areas include the Mesa West Bluffs and 19 West Urban Plans. A home improvement retailer in the Westside will support the new residents' demand for building materials/supplies and related goods, as well as demand for these goods/services from the existing Westside and Eastside communities.
2. Achieves General Plan Land Use Element Objective LU-1B. The purpose of the three General Plan acceptance criteria is to provide guidelines to screen General Plan amendment requests. While the proposed project does not strictly satisfy these specified criteria, it would achieve an important Land Use Element goal by ensuring the long-term productivity and viability of the City's economic base. Specifically, the project would redesignate industrial land to commercial, and thereby permit commercial businesses to serve nearby residential uses (Land Use Policy LU-1B.1).
3. Proposes to be within the circulation system and infrastructure capacity. The commercial uses are proposed to be within the development capacity of the roadway network. While an increase in average daily trips will result from the change from a Light Industrial to General Commercial land use, traffic mitigation may be proposed to reduce impacts to below a level of significance. This would need to be verified by a traffic study.



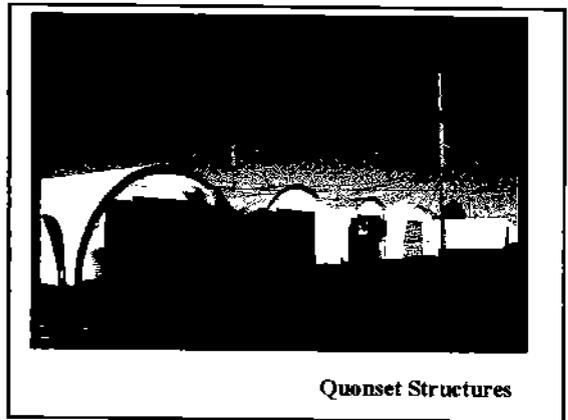
Row of Quonset Huts at 660 W. 17th St.



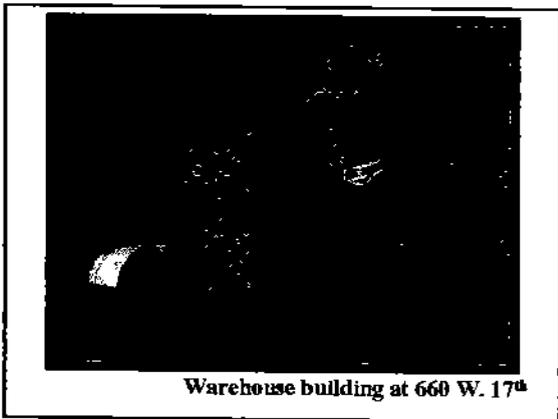
Multi-tenant building at 670 W. 17th



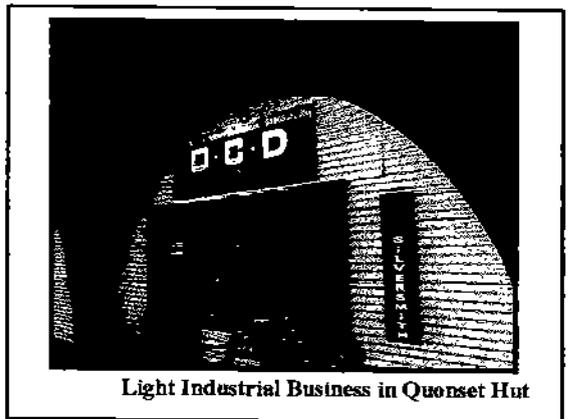
Aisle between Quonset Structures



Quonset Structures



Warehouse building at 660 W. 17th



Light Industrial Business in Quonset Hut

Home Improvement Retail Store – Project Description

We are proposing to develop approximately 10.00 acres for a new home improvement store located on the north side of 17th Street east of Pomona Avenue. Currently, an assortment of commercial / industrial buildings, occupies the site as well as a small set of 2-story retail shops at the southwest corner of the site.

We are proposing to demolish the existing buildings and paving and re-grade a significant portion of the site.

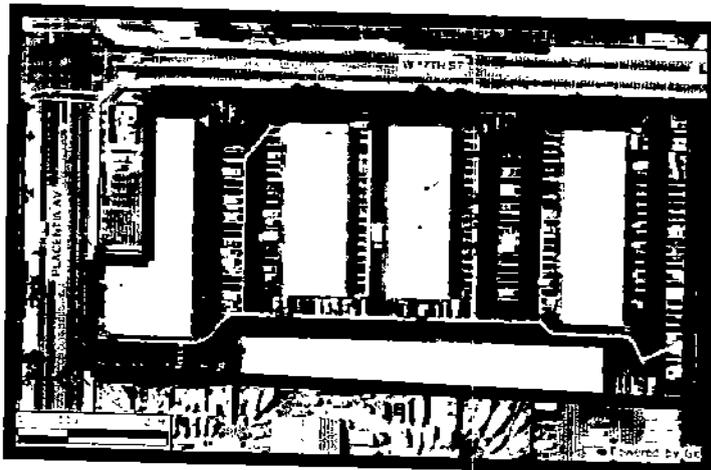
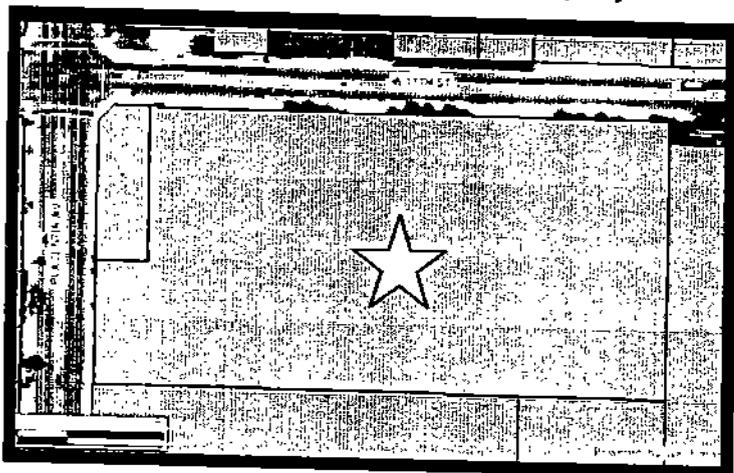
The proposed home improvement building will have approximately 85,000 up to 102,000 square feet of enclosed sales area and approximately 20,000 up to 32,000 square feet of outdoor garden sales area. The building will be constructed of concrete tilt-up walls and panelized roof frame system. It will be qualified as a Type V-N, fully sprinklered building with 60'-0" minimum side yards. The building design will be appropriate and complimentary to the context of the surrounding area.

For a store of this size, we typically employ approximately 115-140 full-time and 40-65 part-time employees. The ratio between full time and part time employees may vary.

All roof top equipment including all mechanical equipment will be screened by the perimeter parapets. The highest equipment is typically about 27'-0" above the finish floor elevation and the perimeter walls will be a minimum of 28'-0" above the finish floor elevation.

It is our goal to open this store as soon as possible to serve the growing demand of home improvement customers in the local community. We are looking forward to work in partnership with the City of Costa Mesa in the development of a mutually successful project.

GPS-05-10 All Industry Investment Company – 1690 Placentia Avenue/755-785 W. 17th Street



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is to change the land use designation of a 4.1-acre site from Light Industry to High Density Residential. This site is located within the proposed Mesa West Bluffs Urban Plan area and contains a number of light industrial businesses (Site Photos and Applicant's Letter, Attachments 4A and 4B). In addition to the General Plan amendment, the proposed development project will consist of the following:

- Rezone of the property from MG to Planned Development Residential – High Density (PDR-HD).
- Master Plan approval of a high density residential development.
- Complete demolition of all existing industrial buildings.
- Construction of up to 81 residential condominiums at 20 dwelling units/acre.

LAND USE ANALYSIS

This site is surrounded by industrial uses and provides leases to a wide range of light industrial businesses. In the proposed High Density Residential land use/Planned Development Residential zone, the review/approval of a master plan is required. The Master Plan process would ensure that the residential project, including proposed building setbacks, structure orientation, placement of windows, outdoor amenity spaces, and noise attenuation, would be compatible with adjacent industrial properties. Since a residential development would only be permitted through an approved Master Plan, staff believes this process provides assurances for a unique residential urban village in the Westside.

TRAFFIC ANALYSIS

A preliminary trip generation analysis indicates that the proposed change to a high density residential land use will result in an increase in average daily trips and peak hour trips.

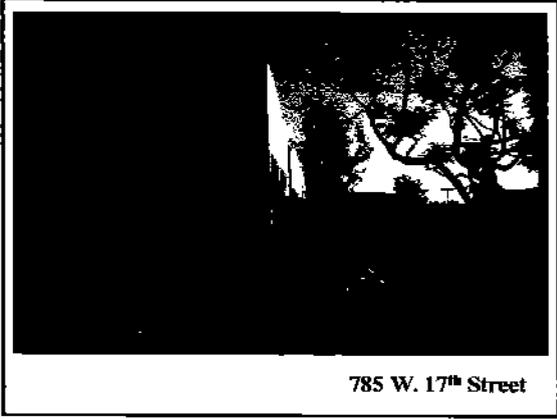
Land Use	AM Peak Hr Trips	PM Peak Hr Trips	Total Avg Daily Trips
<i>General Plan Land Use</i> 44, 192 sq.ft. industrial uses	41	43	308
<i>Proposed Project</i> 81-unit low-rise condominiums (20 dwelling units/acre)	36	42	475
NET INCREASE			+167

Further detailed traffic analysis will be conducted at the time of project submittal, and the findings will be verified/evaluated in the appropriate CEQA document.

JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy specified screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

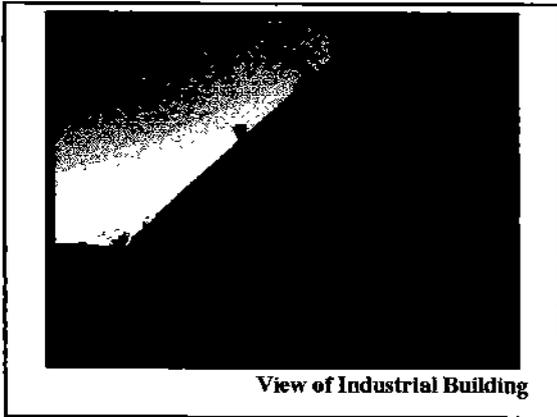
1. Proposes a residential condominium project consistent with proposed Mesa West Bluffs Urban Plan. The Mesa West Bluffs Urban Plan would allow residential uses within a mixed-use overlay zone. While the overlay zone is currently not in place, the proposed project is consistent with the objectives of the Urban Plan as it provides new home-ownership housing opportunities to revitalize the Westside. The approval of the screening request would allow the applicant to move forward with this application independently of the Westside Urban Plan process.
2. Consistent with General Plan Land Use Objective LU-2A. The proposed project is consistent with Land Use Objective LU-2A which encourages new development and redevelopment to improve and maintain the quality of environment. The proposed project would redevelop an industrial site into a residential urban village and thereby help improve the jobs/housing balance in the City.
3. Consistent with General Plan Land Use Policy LU-1F.4. This General Plan policy requires that residential densities be supported by infrastructure and that high-density residential areas not be permitted in areas which can cause incompatibility with existing single-family areas. The proposed residential development is consistent with this policy, because it plans to be within the development capacity of the roadway network and it would not conflict with any existing single-family residential neighborhood. Furthermore, compatibility with surrounding industrial uses would be examined pursuant to a Master Plan process.
4. Achieves General Plan Housing Element Goal HOU-3. The proposed owner-occupied housing project would achieve this Housing Element Goal by supplementing a diverse housing supply. Modern-style architecture featuring clean lines from steel/concrete construction, the new lofts would be architecturally compatible with neighboring industrial uses. In addition, the project would create owner-occupied housing opportunities targeted for entrepreneurs in the surfing industry, craftspeople, and other urban professionals seeking an "urban village" setting as opposed to a traditional residential neighborhood.



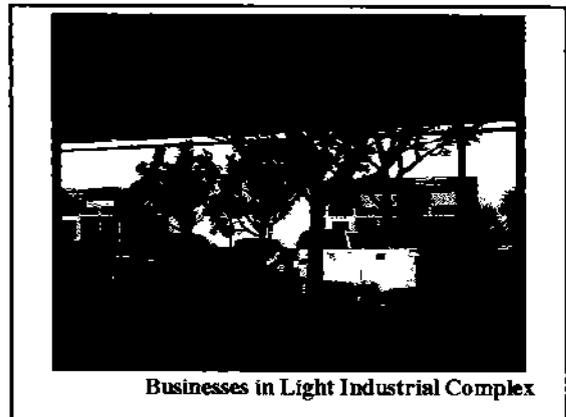
785 W. 17th Street



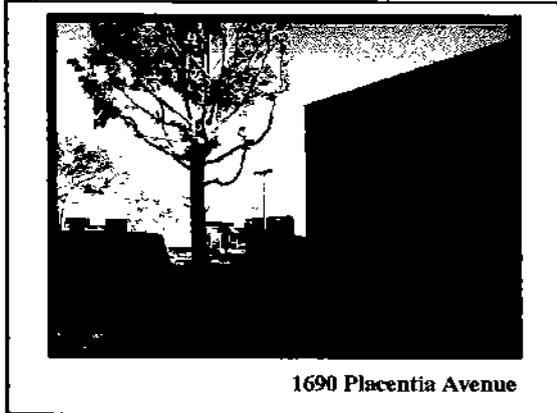
Neighboring Hamburger Rest. at Placentia/W. 17th



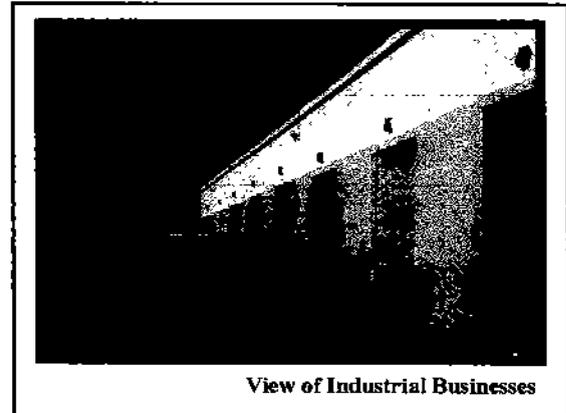
View of Industrial Building



Businesses in Light Industrial Complex



1690 Placentia Avenue



View of Industrial Businesses

SARES-REGIS Group
Market-proven performance

18 November 2005

Attn: Clair Flynn
City of Costa Mesa
77 Fair Drive,
Costa Mesa, CA 92626

Via Facsimile: (714) 754-4856

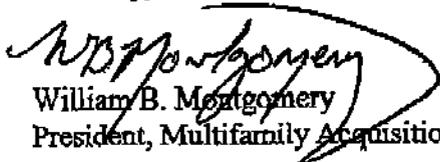
RE: General Plan Amendment Screening
1690 Placentia Ave. & 755, 765, 775, 785 West 17th Street -- Residential
Development Site
Costa Mesa, CA
Project / Activity #: GPS-05-10

To Whom It May Concern:

Pursuant to your request, please accept the following overview of our justification for our request to change the zoning on the above referenced site.

SARES-REGIS Group requests a screening hearing for a General Plan Amendment to change the use from General Industrial to Planned Residential Development – High Density. SARES-REGIS Group seeks to submit a residential attached for-sale condominium project incorporating a density of 20 du/acre in up to four story product. We are excited to deliver a unique high quality residential product that will be a better use for the location than the current industrial facility that resides on the site. We believe our concept will be complementary to the area while enhancing the vision of the Mesa West Bluffs Urban plan along with creating a positive transformation of the current property and surrounding area. Thank you for your time and consideration.

Sincerely,



William B. Montgomery
President, Multifamily Acquisitions & Investments

ATTACHMENT 4B

18