



CITY COUNCIL AGENDA REPORT

MEETING DATE: APRIL 17, 2007

ITEM NUMBER:

SUBJECT: URBAN MASTER PLAN SCREENING REQUEST FOR THE FOLLOWING:
(1) UMP-07-01 FOR 2068/2070 MAPLE AVENUE
(2) UMP-07-02 FOR 635 W. 17TH STREET/1695 SUPERIOR AVENUE

DATE: APRIL 5, 2007

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: REBECCA ROBBINS, ASSISTANT PLANNER

**FOR FURTHER INFORMATION CONTACT: REBECCA ROBBINS, ASSISTANT PLANNER
(714) 754-5609**

RECOMMENDATION

Provide comments on two urban master plan screening requests within the Westside Urban Plan area:

- (1) 2068/2070 Maple Avenue: 7-unit, small-lot common interest development
- (2) 635 W. 17th Street & 1695 Superior Avenue: Up to 24 condominium units with 10,000 square-foot retail on the ground floor for a mixed-use development

BACKGROUND

On April 4, 2006, City Council adopted the Westside Urban Plans to allow new mixed-use and residential ownership developments opportunity. The intent of the urban plan is to provide development/economic incentives for private property owners to reinvest and remodel their properties.

EVALUATION OF DEVELOPMENT CONCEPT

This urban master plan screening process will address the following central question:

- 1) Does the project meet Council's expectations for projects in the Urban Plan areas? The screening process is an opportunity to determine if the conceptual project meets Council's expectations for new projects in the urban plan areas. Council will be providing initial feedback to the applicants.
- 2) Does Council have any comments on any requested deviations? The screening process will highlight any requested deviations from the urban plans to Council's attention. (Please refer to attached summary of concerns/issues related to the proposal.)

The screening process allows the applicant to consider Council's initial comments and to refine the development concept based on their feedback.

Development Concept - Summary Sheet

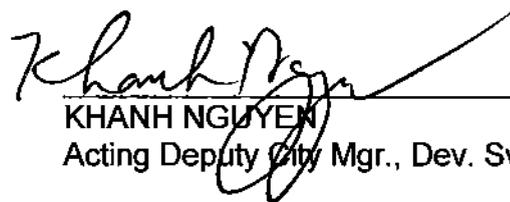
A one-page, project summary sheet is attached for each screening request.

CONCLUSION

This screening process enables Council to address the central question about the proposed development in the urban plan area: Does the project concept meet Council's expectations for new development in the urban plan area?

Council's general comments do not set precedent for approval/denial nor constitute final action on the development project. In addition, the applicant may expect the Planning Commission to have other comments/concerns on a proposed development concept that may not have been necessarily raised by City Council. The screening process allows the applicant to consider Council's initial comments and to refine the development concept based on their feedback.


REBECCA ROBBINS
Assistant Planner


KHANH NGUYEN
Acting Deputy City Mgr., Dev. Svs. Director

- Attachments: 1. **2068/2070 Meyer Avenue:**
(Summary Sheet, Site Photos, Plans, Applicant Letter)
2. **635 W. 17th Street/1695 Superior Avenue:**
(Summary Sheet, Site Photos, Plans)

- cc: City Manager
Asst. City Manager
City Attorney
Public Services Director
Transportation Svs. Mgr.
Associate Engineer
City Clerk
Staff (4)
File (2)

Mr. Whit Riske, Mr. David Otte, & Mr. Jason Little
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Newport Beach, CA 92663

William Hillard
25171 Monte Verde Drive
Laguna Niguel, CA 92677

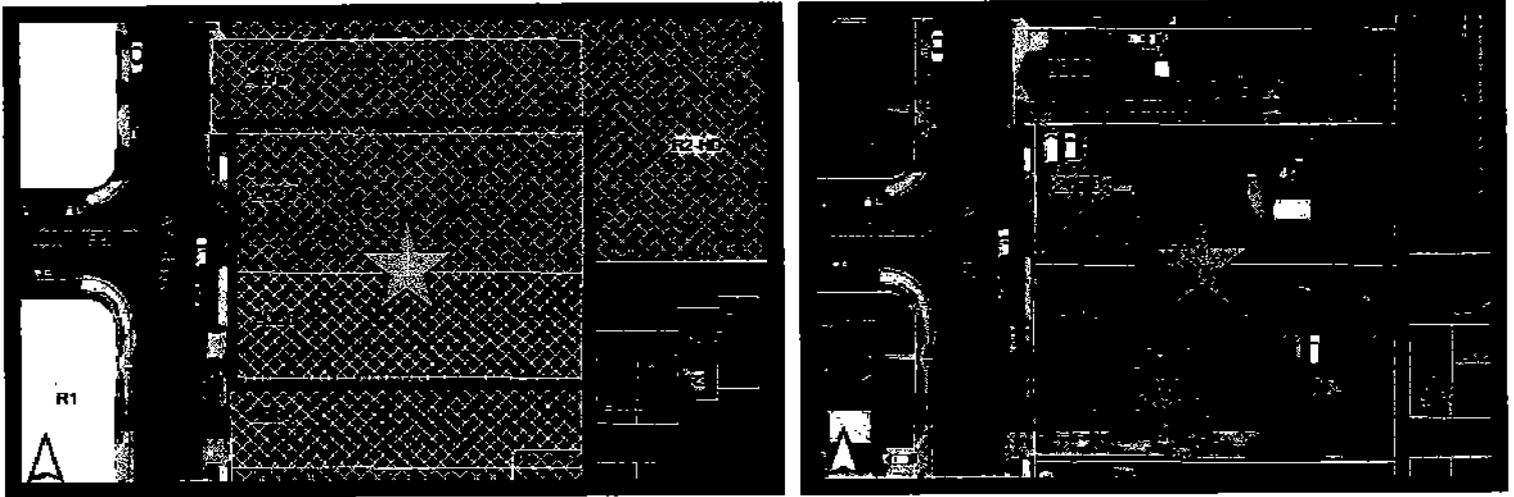
Gene Rollins
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Aliso Viejo, CA 92656

Growers Direct Properties
101 E. 17th Street
Costa Mesa, CA 92627

Morse-Boudreaux Architects
1931 A Newport Blvd.
Costa Mesa, CA 92627

File: 041707UMP070102	Date: 040507	Time: 10:30 a.m.
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UMP-07-001 Single-Family Residential Development at 2068 & 2070 Maple Avenue



DEVELOPMENT CONCEPT

The proposal involves the demolition of an existing single family residence and a vacant daycare school building at 2068/2070 Maple Avenue in the Residential Ownership Urban Plan area. The Developer proposes construction of a single-family detached, common interest development. Proposed are seven two-story, detached homes (ranging from 1,800-1,900 square feet) with two-car garages. The new homes will provide home ownership opportunities and feature "green building" design elements (Applicant Letter, Attachment 3). The proposal involves the following:

- Complete demolition of all existing structures.
- Construction of seven two-story, detached homes with two-car garages.
- Detached homes approximately 1,800-1,900 square feet per unit.
- LEED-inspired green design and construction.
- Contemporary architecture.
- Community open space with option for a fire pit, benches and/or a trellis.
- Meandering decorative common drive.

EXISTING LAND USE CONTEXT

The 0.55-acre site has a High Density Residential designation and R2-HD zoning. A 1,300 sq. ft. single-family residence is currently at 2068 Maple Avenue and a 1,350 sq. ft. school building is currently at 2070 Maple Avenue. Immediately surrounding properties consist of single-family homes.

TRAFFIC EVALUATION

The R2-HD zoning would allow 7 units to be constructed. New construction of a 7-unit development is consistent with the zoning and General Plan designation. Therefore, no significant traffic impacts are associated with this project.

MERITS OF THE URBAN PLAN SCREENING REQUEST

As reviewed by staff, the following residential development criteria provide guidance on screening proposals:

1. Project meets objective of Residential Ownership Urban Plan. The Urban Plan encourages development of new owner-occupied housing in high-density residential areas. It provides flexible development standards. In this case, the applicants are proposing a lot consolidation, private garages, and contemporary architecture, subject to an approved master plan.
2. Proposed parking complies with Code requirements. The proposed parking features private garages and open parking. The proposed 28 parking spaces comply with code requirements for a 7-unit residential development.
3. Project location would be appropriate for proposed land use. The General Plan High Density Residential designation allows a 7-unit high-density residential project on the subject sites. No additional density bonuses above the General Plan density maximums are requested.

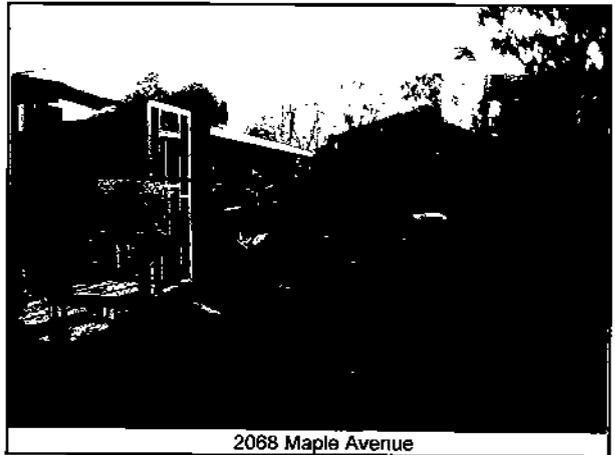
DEVIATION FROM DEVELOPMENT STANDARDS

Other than a minor 4-foot encroachment into the front setback, no deviations from the Urban Plan have been identified at this time. There may be a deviation related to minimum/average lot sizes for the individual lots which may be approved by the Planning Commission pursuant to a Master Plan.

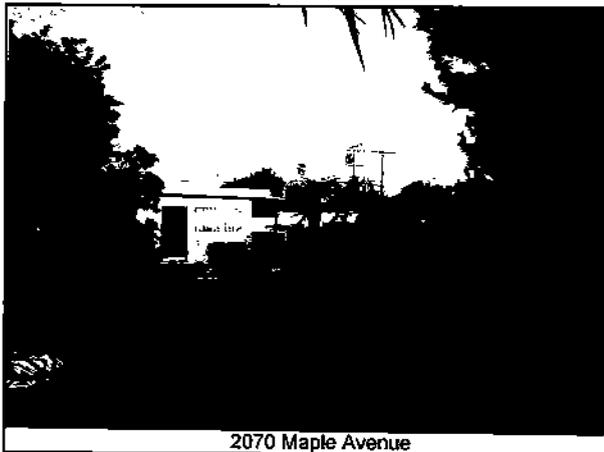
SUBJECT PROPERTIES



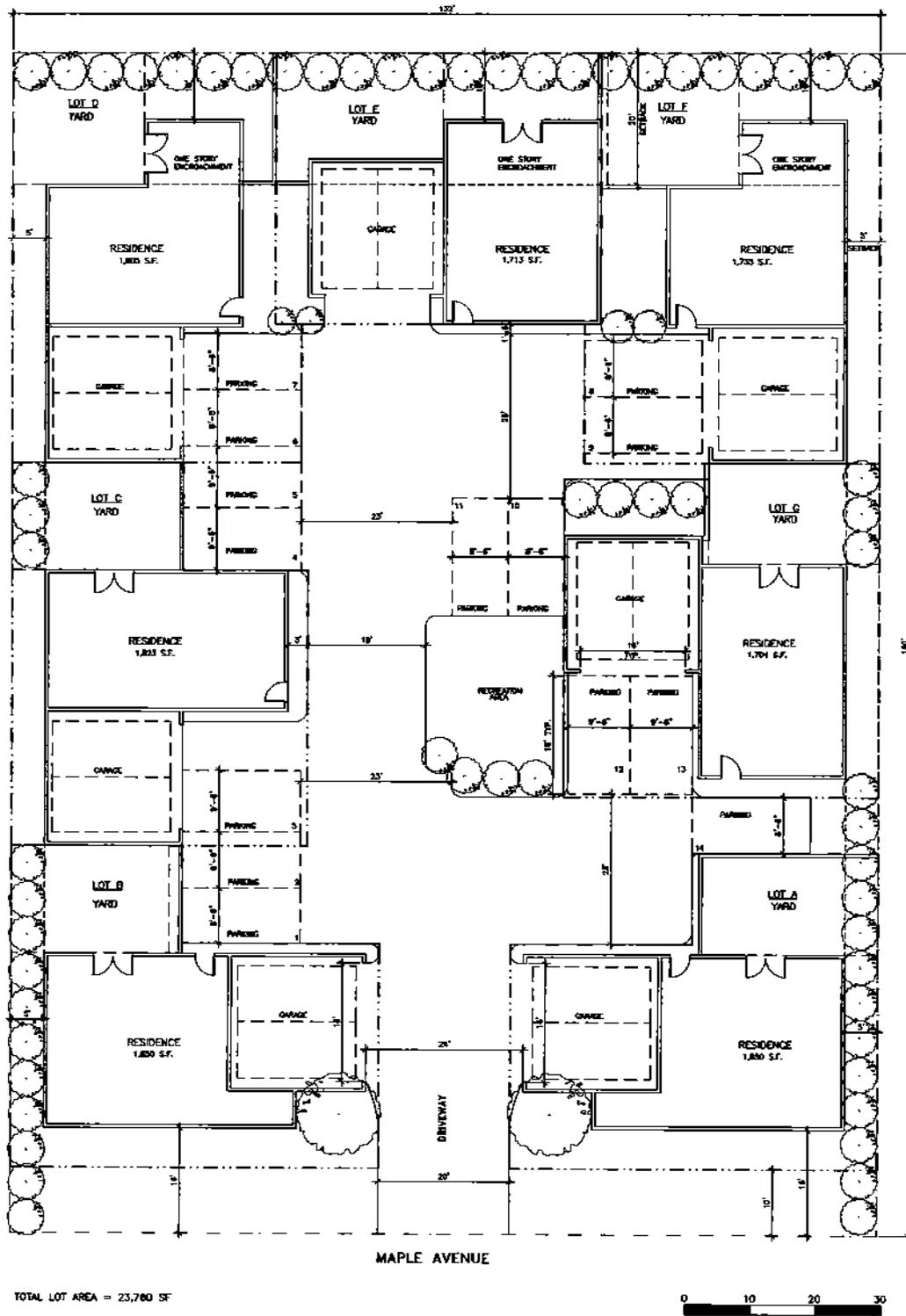
Front of 2068 & 2070 Maple Avenue



2068 Maple Avenue



2070 Maple Avenue



2068-2070 MAPLE AVENUE PROJECT
CONCEPTUAL SITE PLAN

1111 11th St. N. Suite 100
Minneapolis, MN 55412

berliner and associates

SCALE: 1/16"=1'-0"
03.06.07

Urban Master Plan Screening Applicant Letter

Project located at 2068 & 2070 Maple Avenue
Costa Mesa, CA 92627

Submitted by:

David Otte, Whit Riske, and Jason Little

Project Vision

To bring a reasonably priced small lot subdivision to the Mesa West Residential Ownership Urban Plan overlay zone area that will cater to Orange County's environmentally conscious, younger residents. The clustered housing development will help revitalize Westside Costa Mesa by promoting economic viability and residential ownership, while providing a needed visual enhancement to the neighborhood. The project will feature green design elements and contemporary architecture that will place its residents on the cutting edge of environmentally-friendly home ownership that will result in sustainable lower energy costs.

Project Description

The project consists of the construction of a 7-home common interest development in Westside Costa Mesa, comprised of single-family two-story detached homes (approximately 1,800 – 1,900 SF per unit), with each home possessing a two-car garage, two visitor parking spaces and a private yard. The total square footage of the development is 23,760 SF — with overall dimensions of 180' x 123'. Attached is a conceptual site plan detailing a potential layout for the project and photos of the project site as it currently exists.

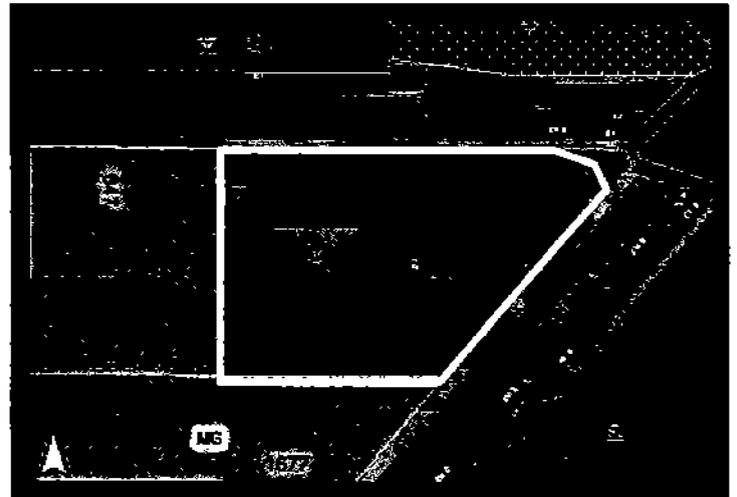
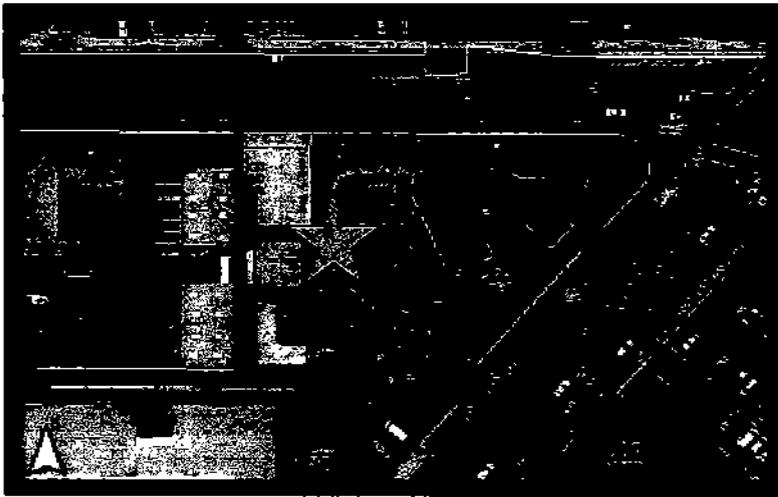
Highlights

- Reasonably priced, newly constructed single-family homes
- Contemporary design themes that will favor less traditional architecture
- Community open space with option for a fire pit, benches and/or a trellis
- Meandering decorative common drive
- Enhanced landscaping
- Implementation of LEED-inspired green design and construction
- Orientation of homes and select upstairs balconies toward common area
- Small building footprints avoids solid massing and will create an open community environment
- A desired alternative to the predominance of condominium and townhouse developments coming online in Westside Costa Mesa

Enclosures

- Conceptual site plan
- Project site photos as it currently exists

UMP-07-002 Mixed-Use Development at 1695 Superior Avenue/635 W. 17th St.



DEVELOPMENT CONCEPT

The one-acre property at 1695 Superior Avenue/635 W. 17th Street is located in the 19 West Urban Plan area and was formerly the site of a gas station that has since been demolished. The proposal involves the construction of a four-story, mixed-use development with retail on the ground floor and up to 24 residential condominium units on the upper three floors. The proposal involves the following:

- Construction of 10,000 ground level retail space.
- Construction of up to 24 units (**Note:** allowable density to be determined by traffic study).
- Residential condominium units (approximately 1,100 square feet).
- Landscaping to include a public plaza.
- Semi-subterranean parking garage exclusively for resident use.
- Residential access via stairs or elevator from secure garage and ground floor.
- A 5,000 square-foot rooftop garden for the future homeowners.

LAND USE CONTEXT

In 2004, General Plan Amendment GP-04-02 and Rezone R-04-02 changed the classification of the project site from Light Industry to the Neighborhood Commercial designation and C1 zoning. The property owner is interested in expanding and relocating the Grower's Direct business from the southeast corner of 17th Street/Superior Avenue to the project site. The proposed 10,000 sq.ft. retail space is primarily to accommodate Grower's Direct as the main tenant. The required Master Plan process would ensure that the residential project, including proposed building setbacks, placement of windows, outdoor amenity spaces, and noise attenuation related to truck deliveries, would be compatible with the on-site retail business(es).

TRAFFIC EVALUATION

A traffic study is required prior to submission of the Master Plan to determine the maximum allowable density/intensity of the site. While the applicant proposes a mixed-use development consisting of 10,000 sq.ft. of retail and 24 dwelling units, the traffic impacts of this proposal needs to be analyzed. Thus, the maximum density and commercial square footage may need to be adjusted to avoid significant, adverse impacts.

MERITS OF THE URBAN PLAN SCREENING REQUEST

As reviewed by staff, the following residential development criteria provide guidance on screening proposals:

1. Project meets objective of 19 West Urban. The Urban Plan encourages development of new mixed-use development in commercial areas. The proposal would accommodate the relocation of the Grower's Direct business to a larger retail space and provide homeownership opportunities.
2. Contemporary architecture reflects the surrounding industrial and commercial context. With contemporary-style architecture, the new development would be architecturally compatible with neighboring industrial and commercial uses.
3. Project location would be appropriate for proposed land use. The General Plan Neighborhood Commercial designation encourages commercial uses that would compliment residential uses.

DEVIATION FROM THE 19 WEST URBAN PLAN

- Deviation from front "build-to line" requirement is requested. The 19 West Urban Plan requires mixed-use buildings to be located at a 10-foot "build-to-line." The intent of a "build-to-line" is to create an urban edge with mixed-use development buildings aligned together along the street, and surface parking is located behind the buildings, away from the street view. Build-to-lines help create a cohesive look along the street frontage of a mixed-use district. In this case, the applicant prefers to have the parking area visible from 17th Street and Superior Avenue. A deviation from the "build-to-line" requirement is required since the proposed building is setback more than 60 feet from the required 10-foot build-to-line.

Subject Properties

1695 Superior Avenue



635 W. 17th Street



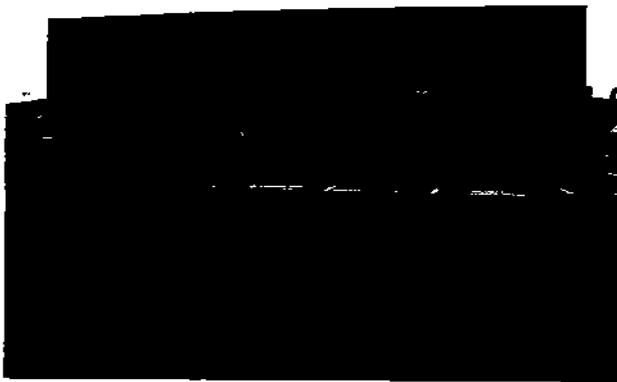
Surrounding Properties



101 E 17th Street
(East Side of
Property)



1680 Superior
Ave (Southeast
Side of Property)

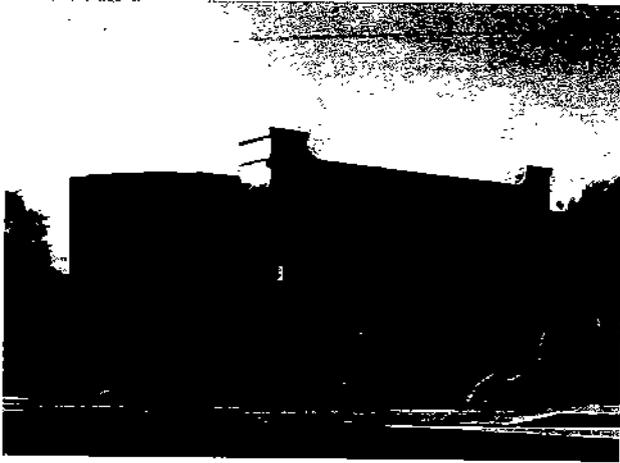


1677 Superior
Ave (South Side
of Property)

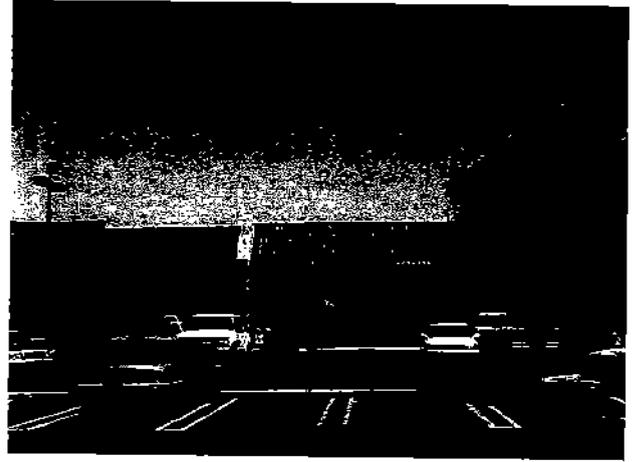


647 W. 17th
Street (West Side
of Property)

Surrounding Properties



612 W. 17th Street
(North Side of
Property)



610 W. 17th Street
(North Side of
Property)



640 W. 17th Street
(North Side of
Property)



1720 Superior Ave
(Northeast Side of
Property)

SCREENING SUBMITTAL

GROWERS DIRECT MIXED USE DEVELOPMENT

Location - 635 17th Street and 1695 Superior Ave.

Owner - Growers Direct Properties, LLC

Site - 1,017 Area Underload Lot, Neighborhood Commercial underlying zoning, 19 West Urban Plan overlay zone

Proposed Use - Proposed development includes the following:

A 10,000 SF ground level retail space for the new Grower's Direct produce market, to be relocated from across the street.

Two levels of 1/2 story one bedroom condominiums, approximately 1,100 SF each. Three floor levels total located over the market. Total residential area 34,000 SF. The owner is requesting approval of up to 24 residential units for sale.

Floor Area Ratio is 1.0.

Building height is proposed to be approximately 50' to the building parapet. The maximum height will be 60' to the top of the shading trellis at the roof garden.

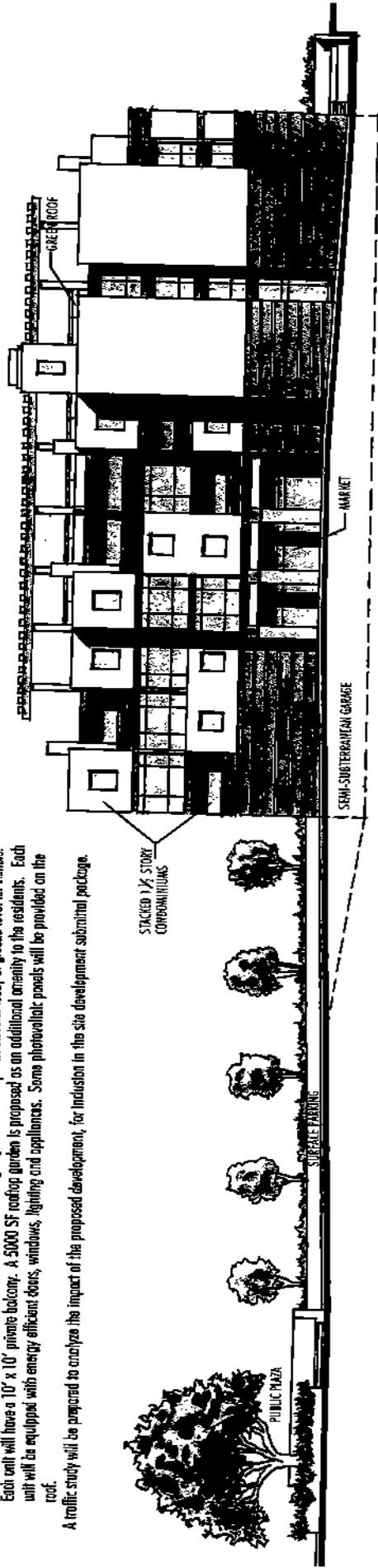
Site coverage is 25%. There is a 10' wide landscaped berm proposed in the setback along both streets which would screen the surface parking from view. In addition, the owner is offering a public amenity located at the street intersection to consist of a plaza, landscaping, and possibly a fountain.

There is a semi-subterranean garage with 30 parking spaces proposed exclusively for resident use (up to 24 are required). There is surface parking with 48 spaces for the market (40 are required) and for residential visitor parking (up to 12 are required). The market is supplied daily with fresh produce. A covered loading dock is located behind the market, screened from view, and acoustically isolated from the residential units above. There are two entrances to the site, one from 17th Street and one from Superior, located as far from the street intersection as possible. The parking lot will have shade trees planted throughout.

Residential units will be accessed via stairs and elevator from the secure garage as well as a public elevator lobby at ground level for visitors. Each unit will have a 10' x 10' private balcony. A 5000 SF rooftop garden is proposed as an additional amenity to the residents. Each unit will be equipped with energy efficient doors, windows, lighting and appliances. Some photovoltaic panels will be provided on the roof.

A traffic study will be prepared to analyze the impact of the proposed development, for inclusion in the site development submittal package.

ATTACHMENT 2E



M-BA
CORPORA

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