



CITY COUNCIL AGENDA REPORT

MEETING DATE: JUNE 19, 2007

ITEM NUMBER:

**SUBJECT: URBAN MASTER PLAN SCREENING REQUEST FOR UMP-07-03 FOR
845 BAKER STREET**

DATE: JUNE 6, 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 feedback regarding the Council's expectations of the conceptual live/work and residential loft project in the SoBECA Urban Plan area. No deviations from the Urban Plan have been identified at this time.

BACKGROUND

On April 4, 2006, City Council adopted the SoBECA Urban Plan to allow incentives for residential ownership developments, live/work developments, and mixed-use developments in specified areas. 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.

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 the 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



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

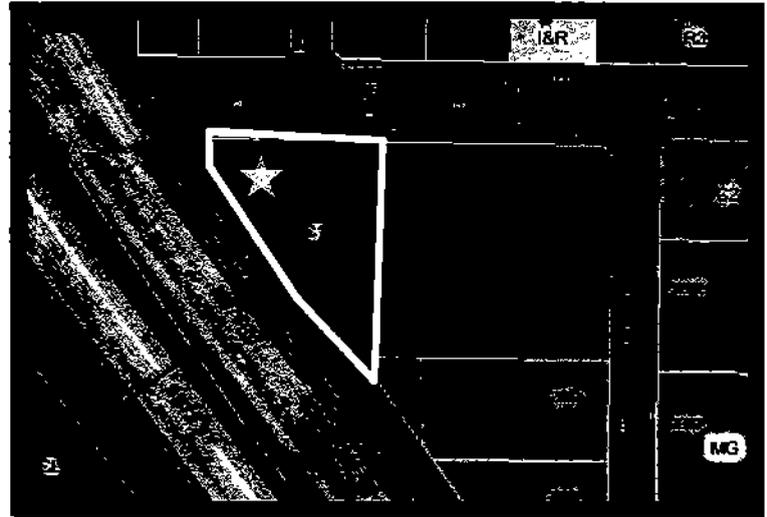
- Attachments: 1. Urban Plan Screening Request Summary Sheet
2. Conceptual Plans
3. Sample Architecture
4. Applicant Letter

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

Ms. Anna Lauri
Baker Street Lofts, LLC
1234 E. 17th Street
Santa Ana, CA 92701

File: 061907UMP0703	Date: 060107	Time: 10:00 a.m.
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UMP-07-03 Live/Work & Residential Loft Development – 845 Baker Street



DEVELOPMENT CONCEPT

The proposal involves the construction of a four-story mixed-use development, consisting of 9 live/work units on the ground floor and 22 residential loft units on the upper floors. The existing 11,545 square-foot commercial building is proposed to be readapted to become parking garages for the units.

EXISTING LAND USE CONTEXT

The approximately 0.87-acre site has a General Commercial designation and C1 zoning. An 11,545 sq. ft. commercial building is currently at the subject site. The property is flanked by SR-73 to the west and the Shark Club to the east. City Council has previously screened two other mixed-use development proposals at the southeast (Red Mountain Realty) and southwest corner (Shaheen Sadeghi of The CAMP/LAB) of Century Place and Baker Street.

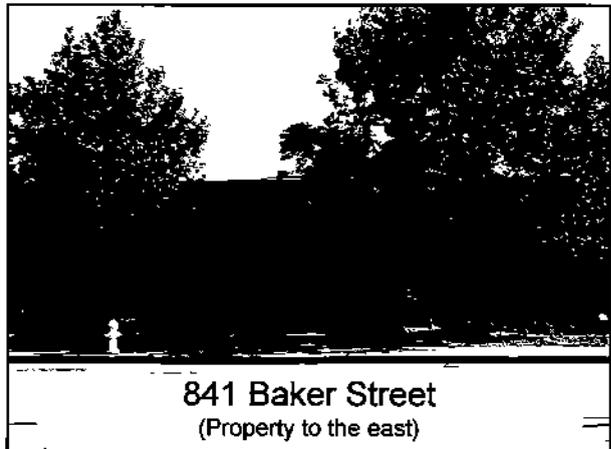
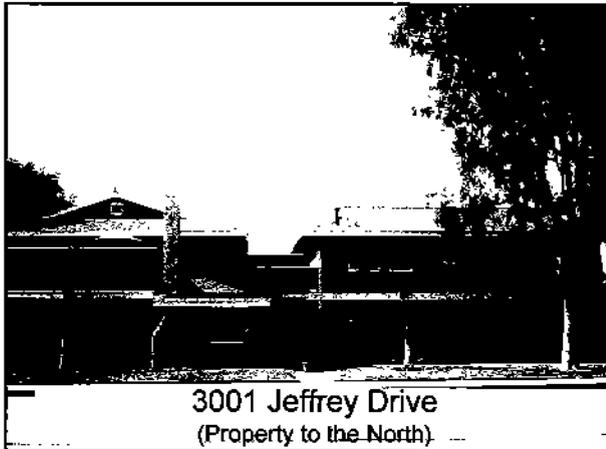
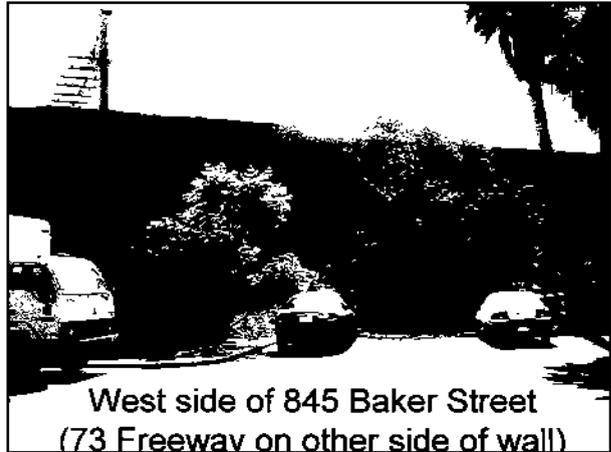
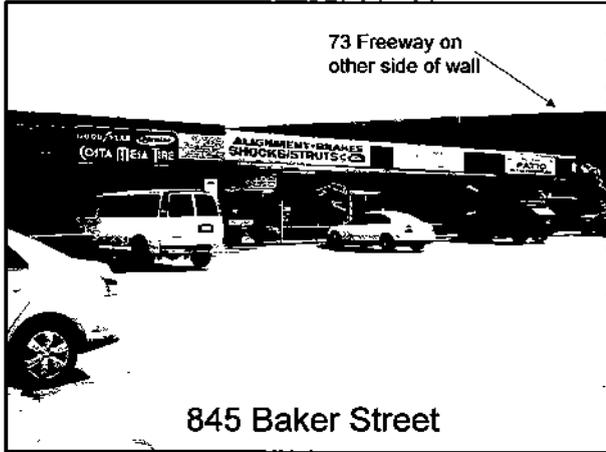
TRAFFIC EVALUATION

In General Commercial designation, the existing 11,545 sq.ft. commercial building is considered to be nonconforming in size by about 175 sq.ft. This mixed-use development is proposed at a density of 35 units per acre (includes live/work units). This density/intensity is not anticipated to generate more daily traffic than the existing use, but this will be verified by a trip generation study during the master plan approval process.

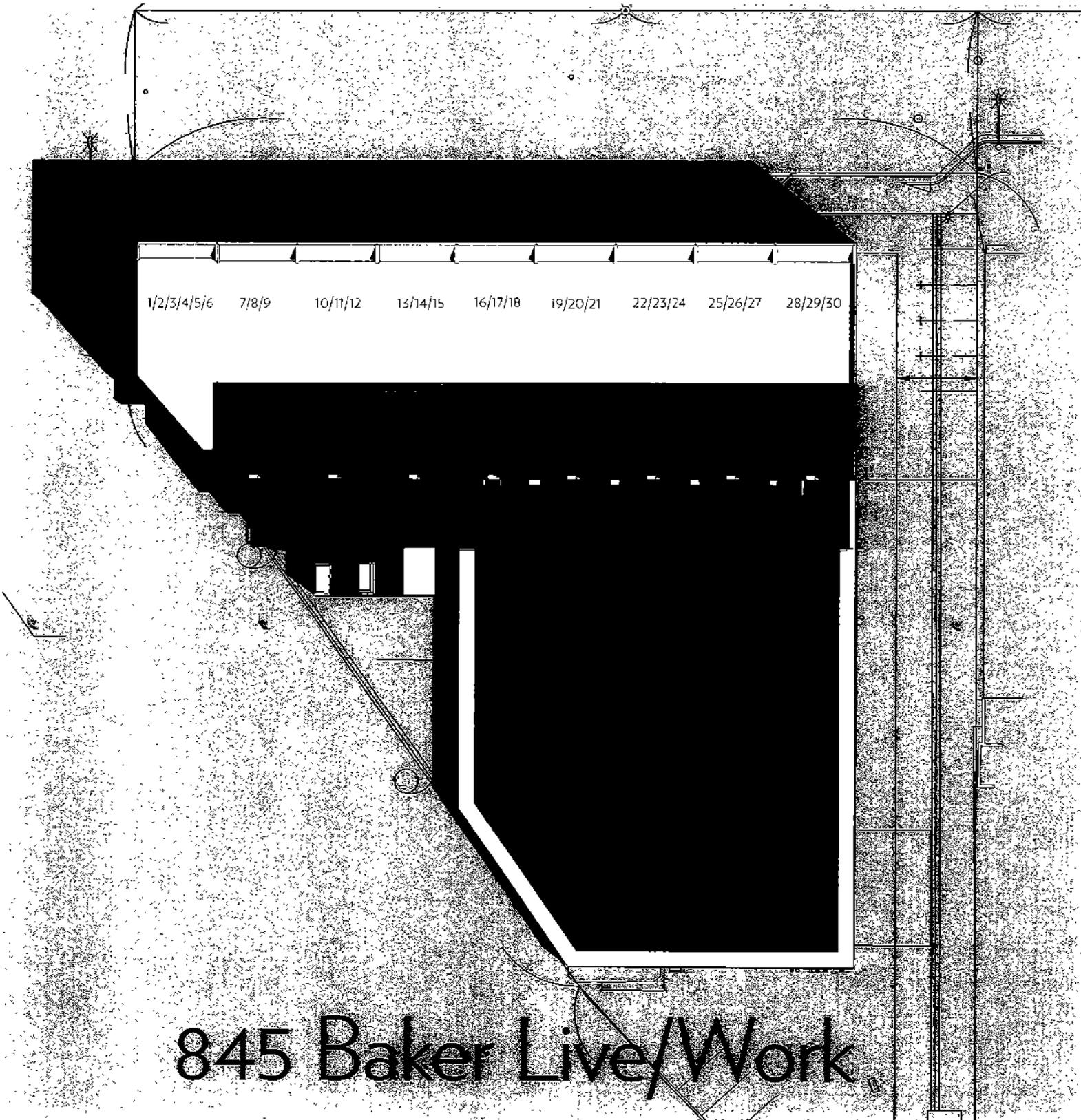
DEVIATIONS FROM SOBECA URBAN PLAN

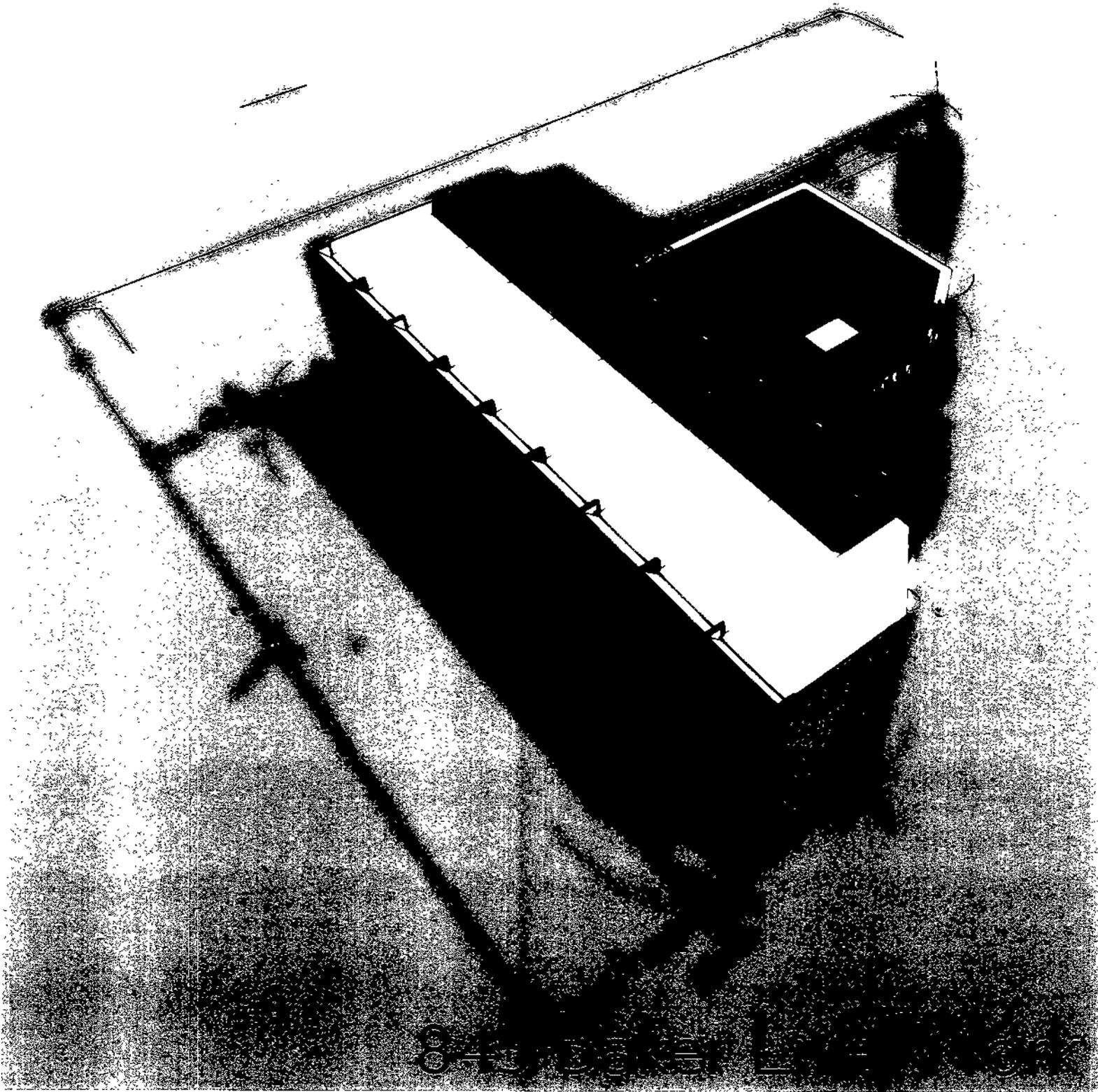
The Urban Plan screening process allows an opportunity for the City Council to comment on any deviations from the development standards in the SoBECA Urban Plan during the early planning stages. Since this proposal is still in its conceptual stage, deviations from the SoBECA Urban Plan have not been identified at this time. Careful consideration to the following will be given to this project:

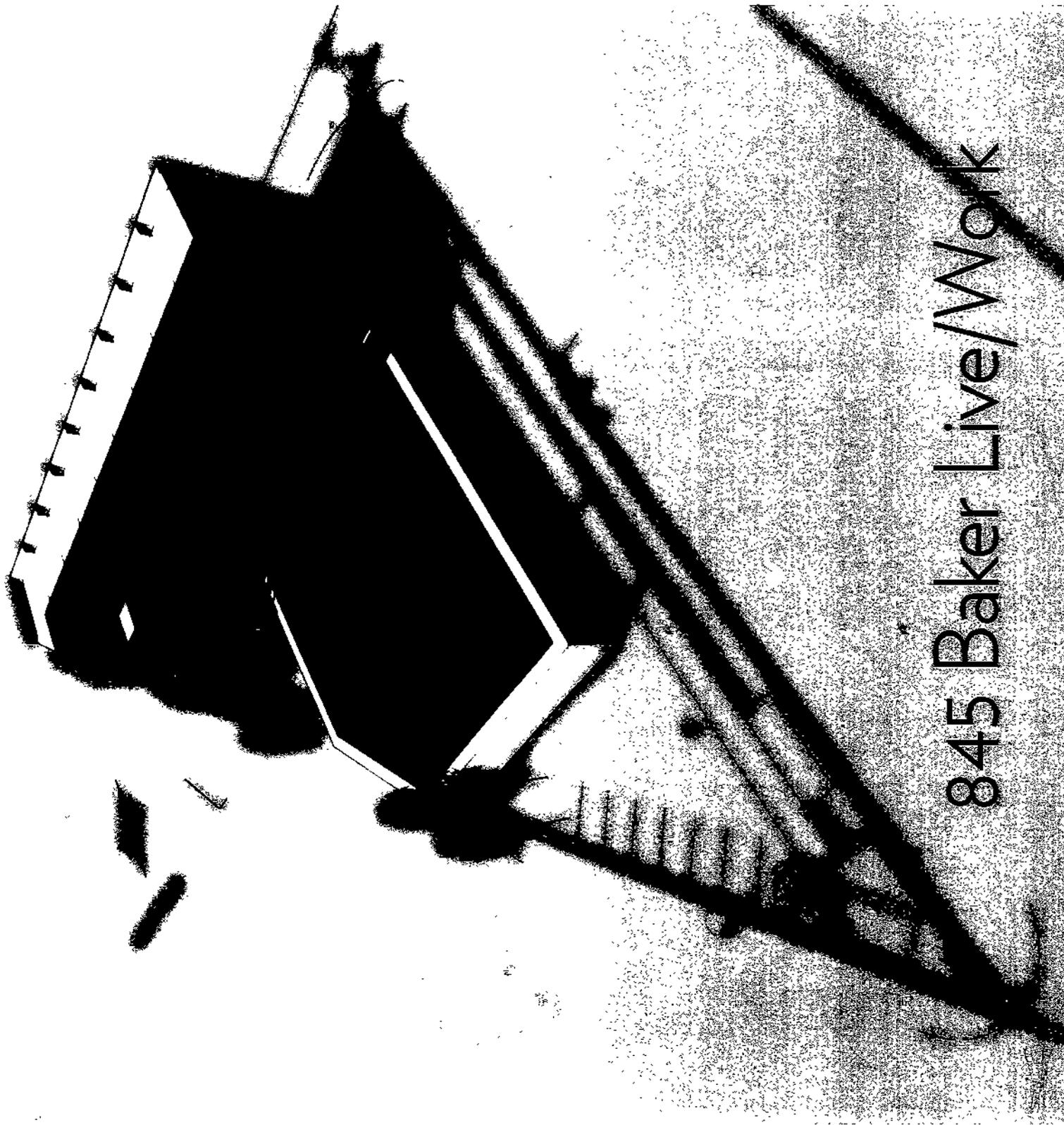
1. Design of building to be compatible in terms of bulk, massing, scale, and architecture. If the development is designed in a similar manner to the enclosed inspiration photos, such as varied building treatments to compensate for the lack of building articulation and a diverse color palette, the project would be considered compatible with the surrounding commercial/industrial context.
2. Land use compatibility with Shark Club. This live/work and residential loft development is projected to introduce 50-70 new residents. Since the property directly abuts the Shark Club, consideration will be given to compatibility with the nighttime uses (i.e. noise, parking, security) to ensure a quality living environment for these future homeowners.
3. Improvements in the public realm. The SoBECA Urban Plan requires the Developer to implement projects that benefit the general public. These improvements may include landscape in the public right-of-way, streetscape improvements such as decorative crosswalks, street furnishings, undergrounding of utilities, and monument signage.



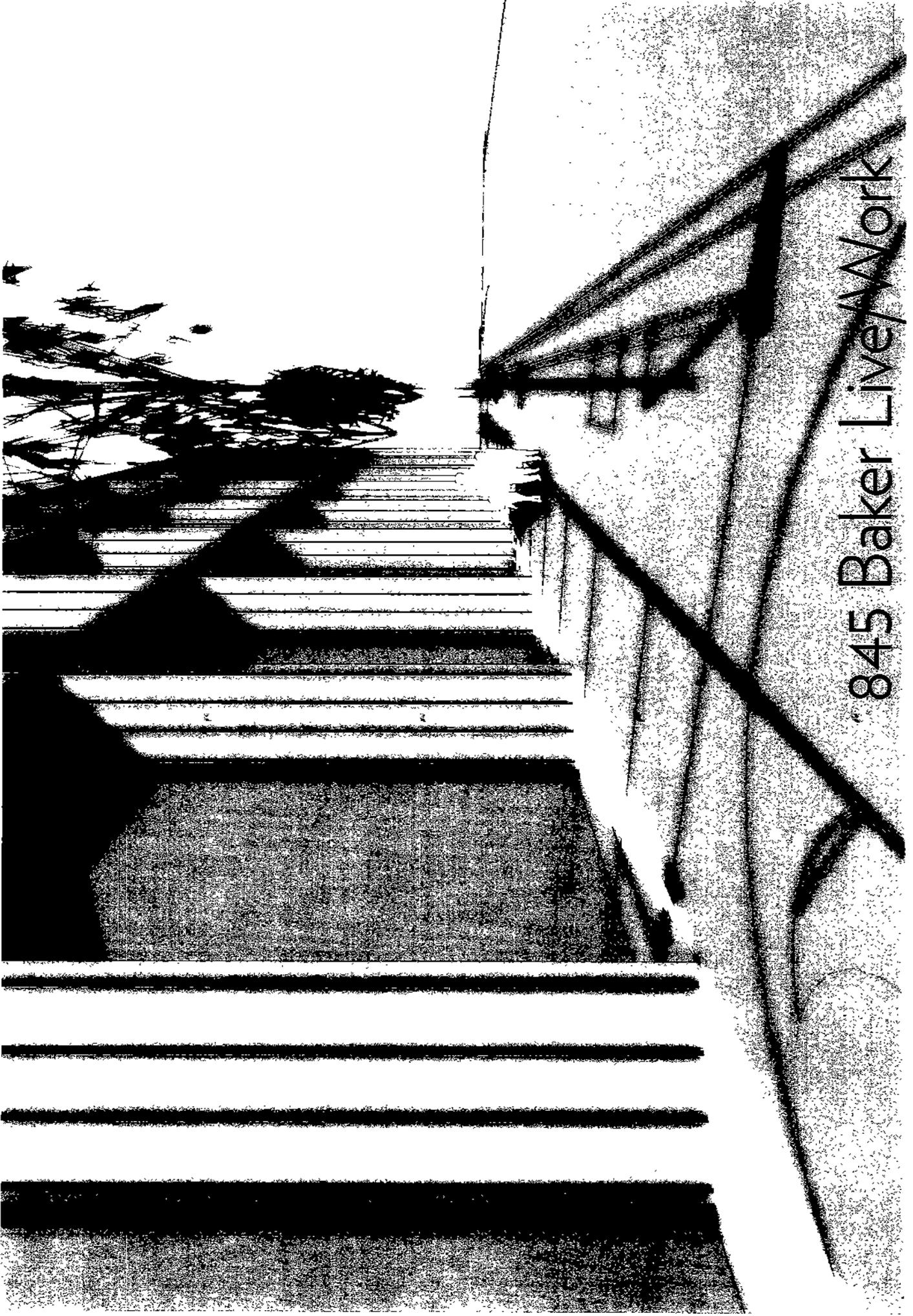
CONCEPTUAL DEVELOPMENT PLANS





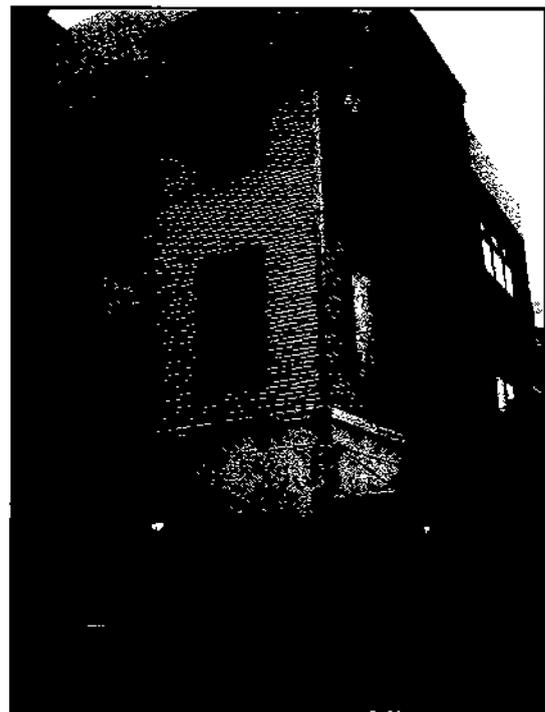
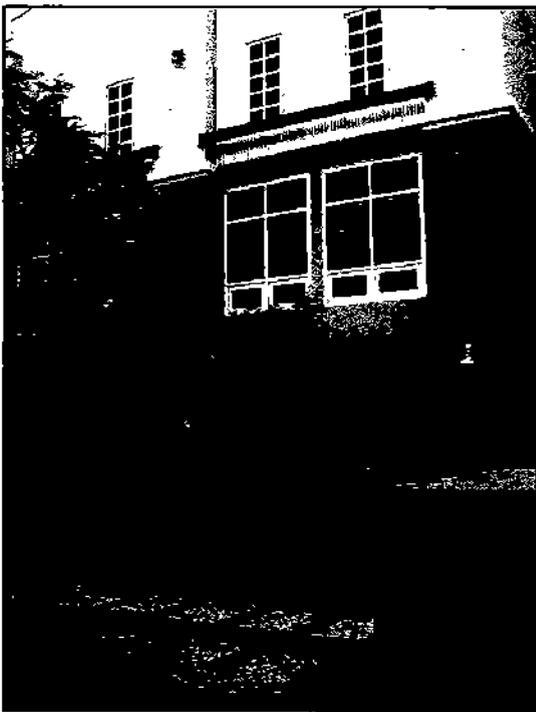
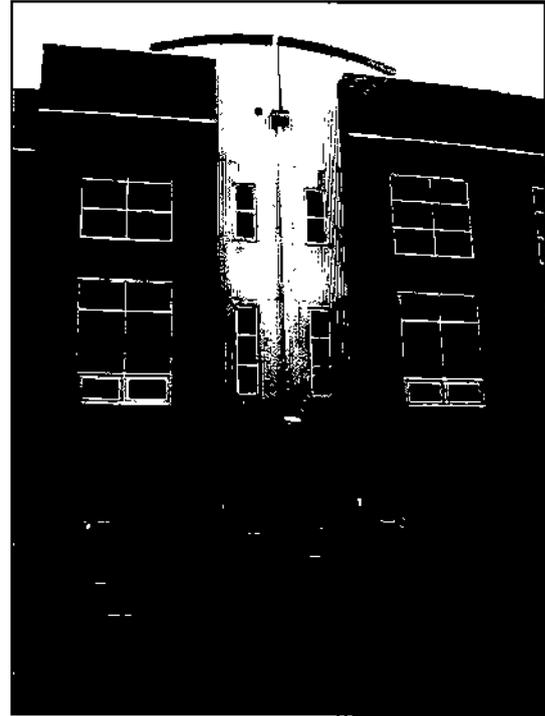
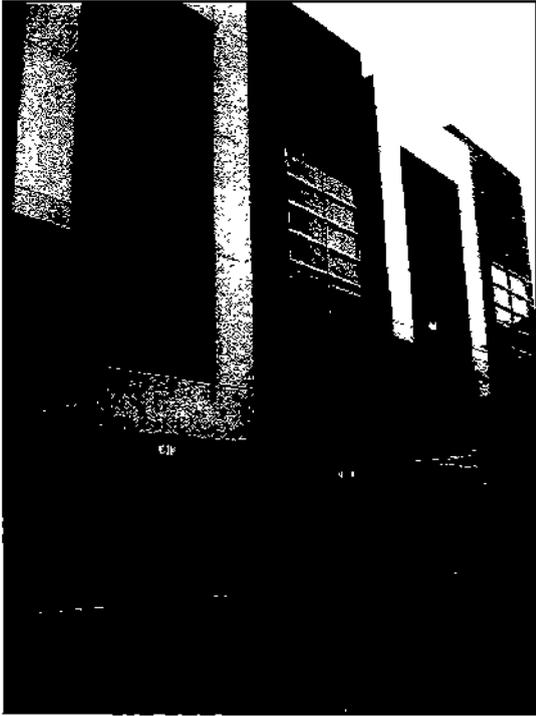


845 Baker Live/Work



845 Baker Live/Work

INSPIRATION PHOTOS OF ARCHITECTURE



845 Baker Street Project Fact Sheet

- Property Owner:** 845 Baker Street Lofts, LLC
1234 E. 17th Street
Santa Ana, CA 92701
714.460.1500
Contact: Anna R. Lauri
- Location:** 845 Baker Street Costa Mesa, CA
- Project Site:** Parcel Number – 418.202
Lot Size – 37,776 SF or 40.87 Acres
- Existing Use:** 11,545 SF One-Story concrete and glass building used for commercial uses.
- Surrounding area:** Property is bounded by south by Baker Street to the north and CA-73 to the West. Property is currently zoned as C-1 (Local Business District). Additionally, the property is part of the SoBECA Urban Plan area.
- Project Description:** 9 Live / Work units will be at the ground floor, with storefront entrances facing Baker Street, living area will be above the work area, one-car garage included in each unit. Up to 22 Loft units will be stacked atop the Live Work units. Existing commercial building will be renovated to be a car garage for all remaining units. A small gym for property owner's use will be located at the rear of the project.