



# **CITY COUNCIL AGENDA REPORT**

MEETING DATE: OCTOBER 16, 2007

ITEM NUMBER:

SUBJECT: URBAN MASTER PLAN SCREENING REQUEST FOR UMP-07-05 FOR 1036/1042 WEST 18<sup>TH</sup> STREET.

DATE: OCTOBER 3, 2007

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: REBECCA ROBBINS, ASSISTANT PLANNER

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

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## **RECOMMENDATION**

Provide feedback regarding the Council's expectations of the conceptual live/work project in the Mesa West Bluffs Urban Plan. There are no deviations from the Urban Plan requested at this time.

## **BACKGROUND**

On April 4, 2006, City Council adopted the Mesa West Bluffs 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.

The project site is located at 1036/1042 W. 18<sup>th</sup> Street and is to the west of Whittier Avenue. The applicant proposes a 34-unit, live/work, small-lot common interest development.

## **EVALUATION OF DEVELOPMENT CONCEPT**

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

*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.

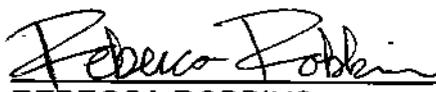
**Development Concept - Summary Sheet**

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

**CONCLUSION**

The screening process enables Council to address one central question about the proposed development proposals in the urban plan areas: 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

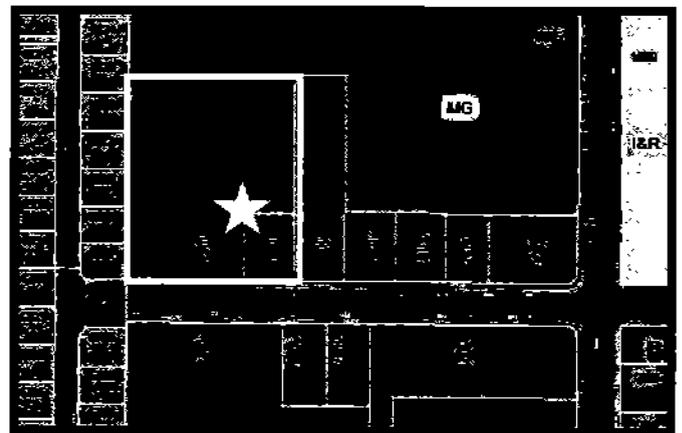
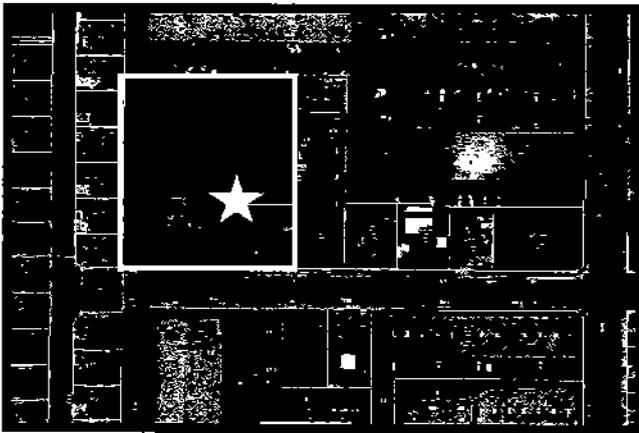
- Attachments: 1. Urban Plan Screening Request Summary Sheet  
2. Conceptual Plans  
3. Applicant Letter

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

Bryan Coggins  
1835 Newport Blvd. #A109  
Costa Mesa, Ca 92627

101607UMP0705	Date: 100407	Time: 9:00 a.m.
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**UMP-07-05 Mixed-Use Development –  
1036 & 1042 W. 18<sup>th</sup> Street in the Mesa West Urban Plan area**



**DEVELOPMENT CONCEPT**

The concept involves the construction of a 34-unit, three-story, live/work, small-lot common interest development. The community will feature sustainable building components such as permeable pavers, energy-efficient materials/appliances, and drought-resistant plants. The proposal involves the following:

- Complete demolition of the two existing single-family residences.
- Construction of 34 three-story live/work units at a maximum 1.0 FAR.
- Live/work units will be sold as privately-owned condominiums.
- Rooftop decks will have ocean views.
- Project includes varied building materials such as glass, iron/steel, and textured stone.
- Contemporary, urban-style architecture.

**EXISTING LAND USE CONTEXT**

The combined 1.6-acre project site has a Light Industry General Plan designation and MG zoning. The two existing single-family residences were originally built in the 1970's. The property is immediately bound by industrial uses (north/south/east) and multi-family residential uses (west). The Master Plan process would ensure that the mixed-use project, including proposed building setbacks, structure orientation, placement of windows, outdoor amenity spaces, and noise attenuation, would be compatible with adjacent industrial and residential properties.

**PRELIMINARY TRAFFIC EVALUATION**

The Transportation Division completed a preliminary trip generation study of the proposed project. As indicated in the table below, the proposed project would result in increased traffic compared to General Plan conditions. If the property were developed as an industrial use, the proposed live/work unit would involve an overall increase in 356 average daily trips. This impact is not considered significant. However, the applicant is required to complete a detailed traffic study which would fully evaluate the projected traffic impacts.

Development Scenario		AM Peak Hour Trips	PM Peak Hour Trips	Total Average Daily Trips
<u>Light Industrial Uses*</u>	<u>Industrial building</u> (17, 545 sq. ft.) 0.25 FAR	16	17	122
<u>Proposed Project</u>	34 live/work units	36	44	478
	<b>Net</b>	<b>20</b>	<b>27</b>	<b>356</b>

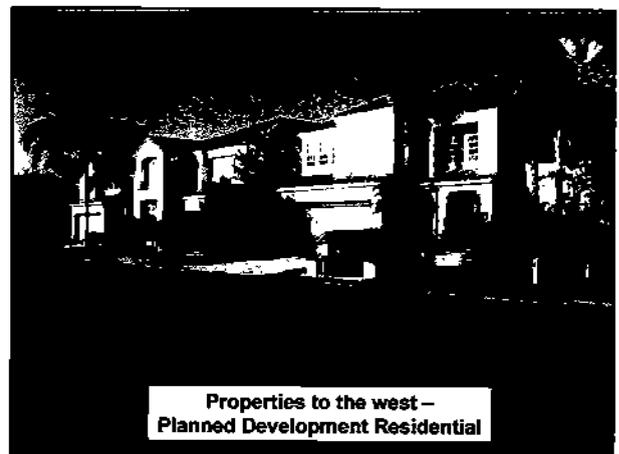
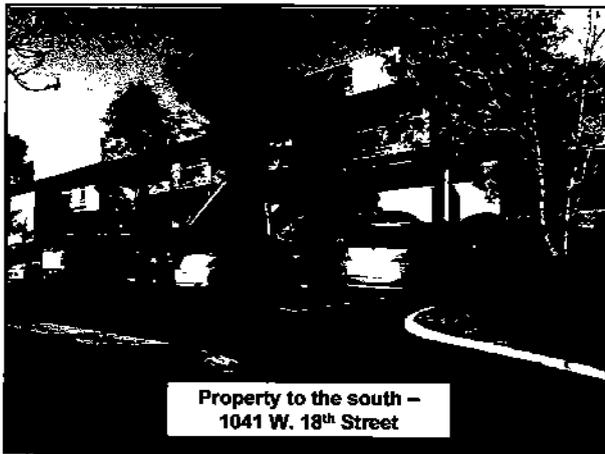
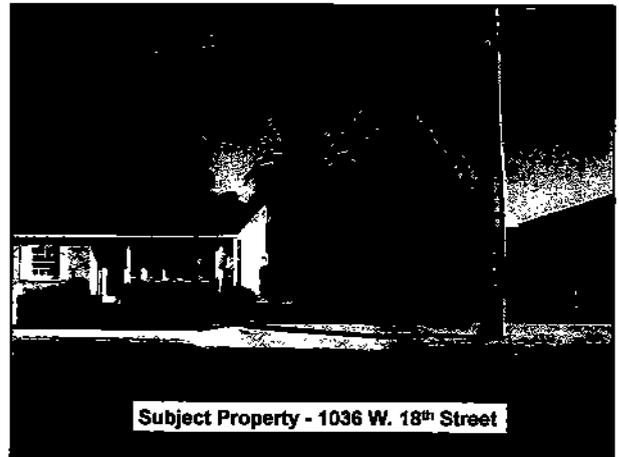
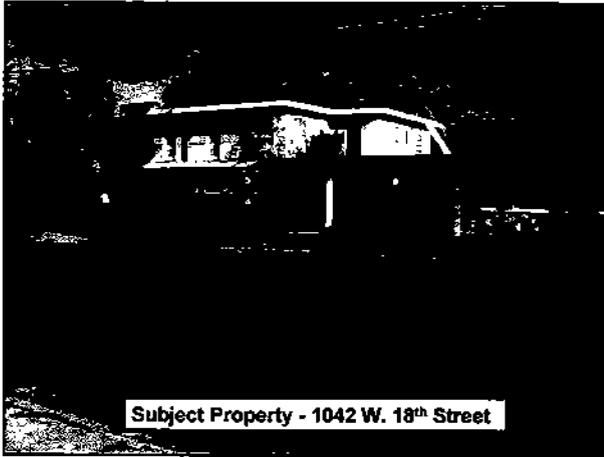
*\*Development Scenario involves full development of the property as an industrial use in General Plan conditions.*

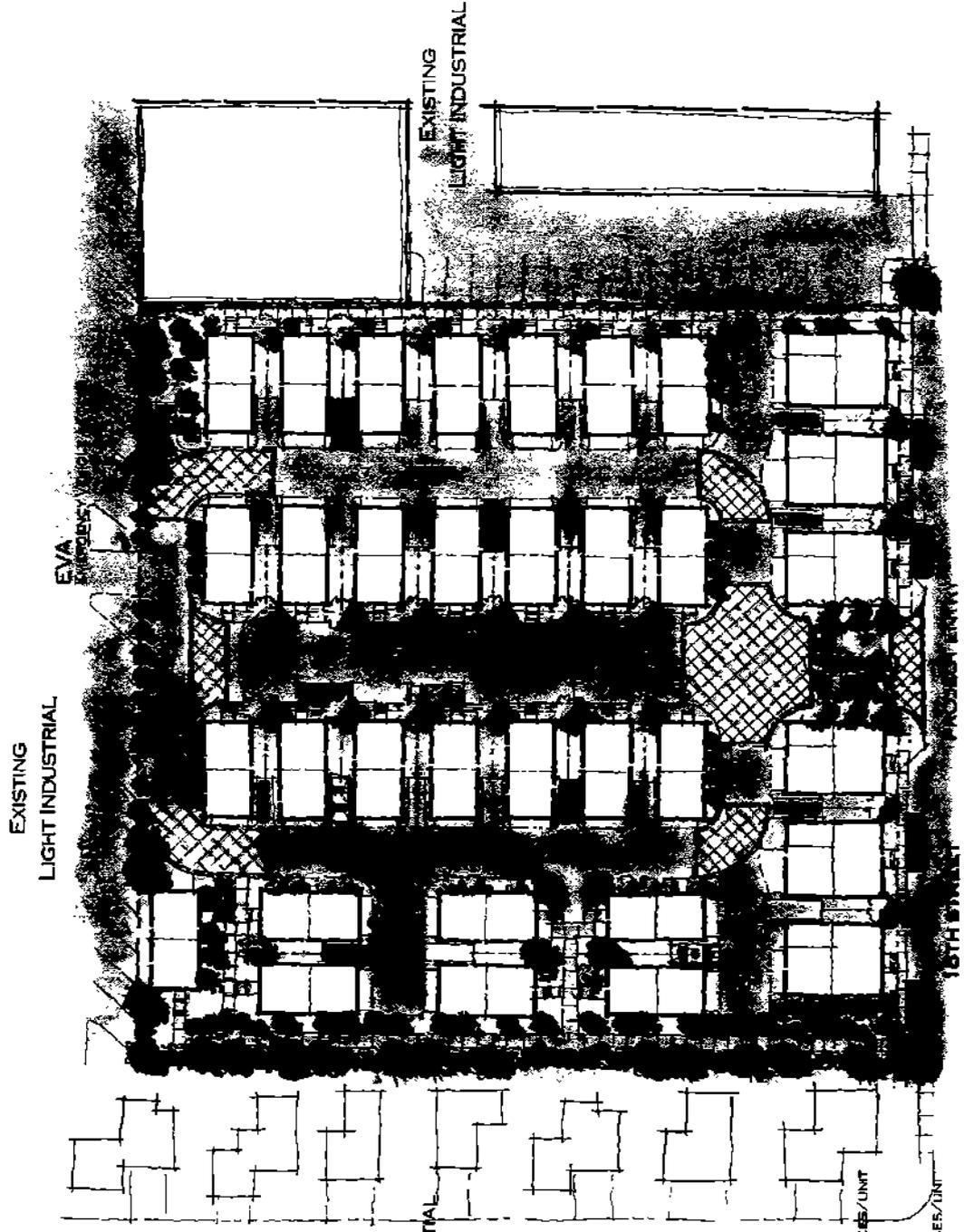
**MERITS OF THE URBAN PLAN SCREENING REQUEST**

No deviations from the Urban Plan standards are identified at this time. Following is a summary of the merits of the proposal:

1. Project meets objectives of the Mesa West Bluffs Urban Plan. The project promotes a new type of urban housing that would be target-marketed to people seeking alternative housing choices. The target market may be comprised of artists, designers, craftspeople, and other professionals.
2. Project location would be appropriate for proposed land use. A mixed-use development on this industrial-zoned site is considered compatible with existing surrounding industrial and residential uses. The project features increased setback distance from the abutting multi-family residential uses to the west.
3. Proposed parking exceeds the Urban Plan's minimum parking requirements. The minimum parking requirements assumes low-intensity live/work uses that primarily function as home offices with minimum customer traffic (i.e. internet business, interior designer's office, and other home offices for sole proprietors). The additional parking supply may allow more intensive nonresidential uses (i.e. medical office, photography studio, architect's studio, hair salon). A matrix of permitted businesses will be approved in conjunction with the Master Plan.

## SITE PHOTOS





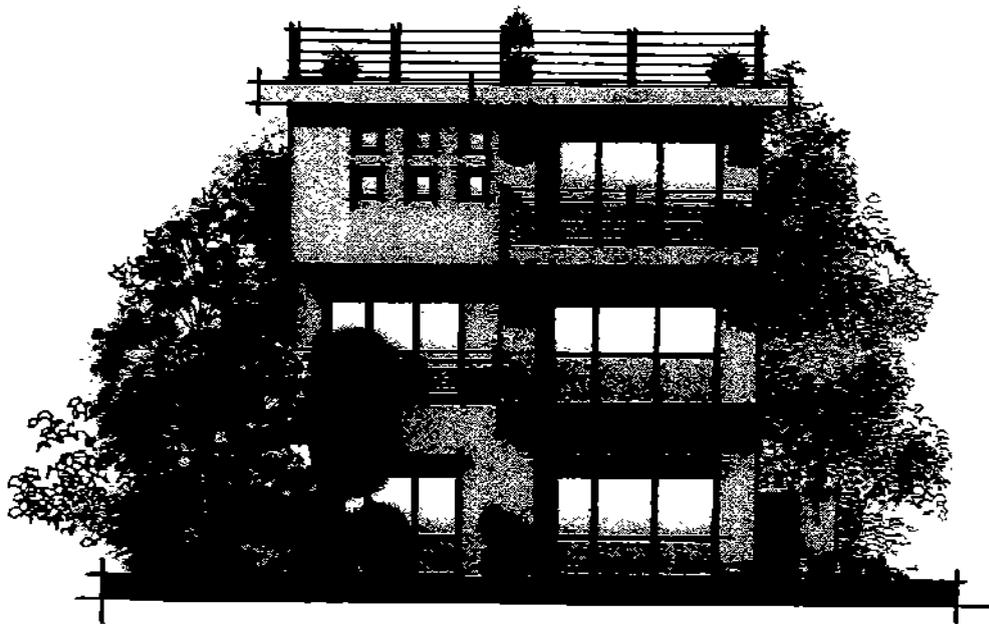
**SUMMARY:**  
 F.A.R. = .92  
 NO. OF UNITS = 34

**PARKING SUMMARY:**  
 TENANT PARKING REQUIRED = 51 @ 1.5 SPACES/UNIT  
 TENANT PARKING PROVIDED = 68  
 GUEST PARKING REQUIRED = 51 @ 1.5 SPACES/UNIT  
 GUEST PARKING PROVIDED = 59

TOTAL PARKING REQUIRED = 102  
 TOTAL PARKING PROVIDED = 127

**MESA WEST BLUFFS**  
 ILLUSTRATIVE SITE PLAN  
 COSTA MESA, CALIFORNIA  
 AUGUST 2007

the PREFACE group



3

2035 S.E.

FRONT ELEVATION

1/8" = 1'-0"

# WEST MESA BLUFFS

LIVE/WORK LOFT

COSTA MESA, CA

THE PREFACE GROUP

08 . 17 . 07



ARCHITECTS & PLANNERS



August 28<sup>th</sup>, 2007

Mayor Allan Mansoor &  
Honorable City Council Members  
City of Costa Mesa  
77 Fair Drive  
Costa Mesa, CA 92628-1200

RE: "Industry 18" - a state-of-the-art new live/work home community in Westside Costa Mesa

Dear Mr. Mayor and Council Members:

Costa Mesa's Westside is an important center for innovative business activity in the apparel, design and marketing professions, among others. Many of the individuals in these professions are entrepreneurs, artisans and service-oriented small business owners who are actively seeking a new way to both live and work. The Industry 18 community has been specifically designed to fill this need by providing these individuals with the maximum balance possible between life and work.

Industry 18 will offer state-of-the-art live/work units that blend industrial design with first-class amenities. Every unit will include a workspace on the ground floor that can accommodate a studio, gallery, office, or workshop. Floors 2 and 3 will provide more traditional living areas and utilize creative materials such as glass, iron, and stone. Perhaps the most desirable amenity will be a rooftop deck on every unit that will take advantage of the impressive ocean views that the far west edge of Costa Mesa affords.

The Mesa West Bluffs Urban Plan was instrumental in the design of Industry 18. The Plan encourages "nontraditional ... new housing types" and seeks to "attract more residents and merchants" by allowing live/work units. The project's Floor Area Ratio is less than allowed under the Urban Plan and the project is roughly half the allowable height. Open space is more than required and there is an excess of on-site parking.

The project will offer a wide range of environmentally friendly features, including sustainable materials, minimal grass and drought-resistant plants to significantly reduce water usage. The common promenade and streets will be surfaced with permeable pavers, minimizing storm water runoff into the ocean. Most importantly, from the standpoint of emissions, the project will eliminate the daily commute for many of those who live and work there.

As a resident and business owner in the city of Costa Mesa, I believe there is significant demand for a project of this nature, which adds highly desirable, detached for-sale housing stock to the city's emerging Westside. Thanks very much for your time and consideration and please call me at 949-350-6657 if you have any questions about the project.

Sincerely,

Bryan G. Coggins