



# **CITY COUNCIL AGENDA REPORT**

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MEETING DATE: MAY 6, 2008

ITEM NUMBER:

**SUBJECT: SPECIFIC PLAN SP-08-01 - AMENDMENT TO THE THEATER ARTS DISTRICT PLAN AND NORTH COSTA MESA SPECIFIC PLAN**

**DATE: APRIL 22, 2008**

**FROM: DEVELOPMENT SERVICES DEPARTMENT/PLANNING DIVISION**

**PRESENTATION BY: WILLA BOUWENS-KILLEEN, AICP, PRINCIPAL PLANNER**

**FOR FURTHER INFORMATION CONTACT: WILLA BOUWENS-KILLEEN (714) 754-5153**

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## **RECOMMENDATION:**

Planning Commission recommends City Council adopt the attached resolution amending the Theater and Arts District Plan (TAD) which is included as Appendix D of the North Costa Mesa Specific Plan.

## **BACKGROUND:**

The TAD plan, originally adopted in February 2004 then amended in March 2006, is a means to foster and emphasize the unique qualities of the Costa Mesa Theater and Arts District, especially the four fine arts venues (South Coast Repertory, Performing Arts Center, Symphony Hall, and future arts museum). The applicants, South Coast Plaza and Maguire Properties, propose changes that will update the plan to reflect new ownership (Maguire Properties versus CommonWealth Partners) as well as focus allocated money on a comprehensive sign program. This new sign program would provide a consistent appearance throughout the Town Center area, for ease of identification by patrons attending activities at the various arts venues.

On April 14, 2008, Planning Commission recommended City Council amend the TAD plan on a 5 to 0 vote. The Planning Commission staff report and minutes are attached for reference.

## **ANALYSIS:**

Proposed changes to the TAD plan primarily substitute a new comprehensive sign program for that originally proposed in the public right-of-way. Pursuant to their respective development agreements, the original TAD plan called for improvements in the public right-of-way or on private property, with South Coast Plaza to provide a minimum of \$1 million of improvements and Maguire to provide a minimum of \$1.2 million of improvements. The revised plan will not reduce the required total of \$2.2 million of improvements, only the allocation of those funds.

**ALTERNATIVES CONSIDERED:**

Denial of this request would require property owners to provide improvements as specified within the current TAD plan.

**FISCAL REVIEW:**

Not required.

**LEGAL REVIEW:**

The City Attorney has reviewed the proposed resolution.

**CONCLUSION:**

Planning Commission recommends City Council adoption since the proposed funding allocation would allow property owners to install a comprehensive sign program that will enhance the Theater and Arts District. The requested modifications would not reduce the monetary commitment specified in the development agreements

  
WILLA BOUWENS-KILLEEN, AICP  
Principal Planner

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

Attachments:      Location Map  
                         Revised TAD plan pages  
                         TAD plan  
                         Draft City Council Resolution  
                         Exhibit "A" -- Draft Findings  
                         Minutes of Planning Commission Meeting  
                         Planning Commission Staff Report  
                         Planning Commission Resolution  
                         Exhibit "A" -- Findings

Distribution:      City Manager  
                         Assistant City Manager  
                         City Attorney  
                         Deputy City Mgr. – Development Svs. Dir.  
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File Name: 050608SP0801	Date: 042408	Time 11:00 a.m.
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# Theater Arts District



# **PROPOSED CHANGES TO TAD PLAN**

**NOTE:**

References in this document to Commonwealth Properties shall be understood to refer to Maguire Properties, the successor in interest to Commonwealth for some properties in the Theater and Arts District.

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Costa Mesa Theater & Arts District



## **Pedestrian Linkages**

The major streets that traverse the Theater and Arts District offer challenges to the establishment of a unified and pedestrian-friendly environment. The major paths of pedestrian travel in the area are represented in Figure 11, where seven specific locations in public and private rights-of-way have been identified as candidate linkages for which it may be possible to create a more welcoming pedestrian experience. Safety, esthetics and pedestrian convenience shall guide any modifications to these linkages, and the developers who are cooperating in this plan shall be mindful of opportunities to provide linkage enhancements as their projects proceed. Under no circumstances, however, shall any improvements or enhancements be pursued if technical analysis shows that they would be detrimental to pedestrian safety or traffic flow.

Private property owners shall to the greatest extent possible preserve and enhance pedestrian connections associated with improvements on private property.

## **View Linkages**

Development in the Theater and Arts District to this point has been sensitive to the creation and maintenance of view corridors from one subarea to another. (See Figure 12.) The major north-south corridor is oriented along the two portions of Park Center Drive and the intervening section of open space easement. Major east-west view corridors exist along Town Center Drive between Bristol Street and Avenue of the Arts, and from the foot of the pedestrian bridge through the open space easement to South Coast Repertory. The secondary view corridors include a north-south view corridor between the south wall of the performing arts center and the landscaped area just north of the office tower located at 611 Anton Boulevard, as well as an east-west view corridor that terminates at its eastern end in a portion of the California Scenario.

Future development of the Theater and Arts District shall be mindful of the quality of existing view linkages and, to the greatest extent practical, shall be planned to preserve or enhance view corridors that currently exist.

## Landscaping and Street Rehabilitation Improvements

In order to create an attractive and consistent landscaping element adjacent to the public right-of-way, new landscaping will be designed and installed along Bristol Street south of Anton Boulevard, the south side of Anton Boulevard and Avenue of the Arts south of Anton Boulevard. Such landscaping shall observe the provisions of the City of Costa Mesa Streetscape and Median Design guidelines with the provision that the Costa Mesa Parks and Recreation Commission may make an exception to those guidelines when a superior landscaping alternative is presented for review. The landscaping will be installed as part of the approved master plan improvements for the area.

In the vicinity of the new concert hall, additional street or landscape rehabilitation improvements (and optionally both) will occur on Sunflower Avenue (between Bear Street and Avenue of the Arts), Bristol Street (north of Anton Boulevard to Sunflower Avenue), Park Center Drive (between Town Center Drive and Sunflower Avenue), Avenue of the Arts (between its off-ramp terminus and Sunflower Avenue), and Anton Boulevard (between Bristol Street and Avenue of the Arts).

## Street Furniture

In keeping with the artistic theme of the district, architecturally distinguished bus shelters (See Figure 7 for concept) shall be encouraged as works of functional art that will replace existing bus stop furniture in locations where such stops currently exist. (See Figure 8 for the location of the four existing bus stops in the Theater and Arts District.)

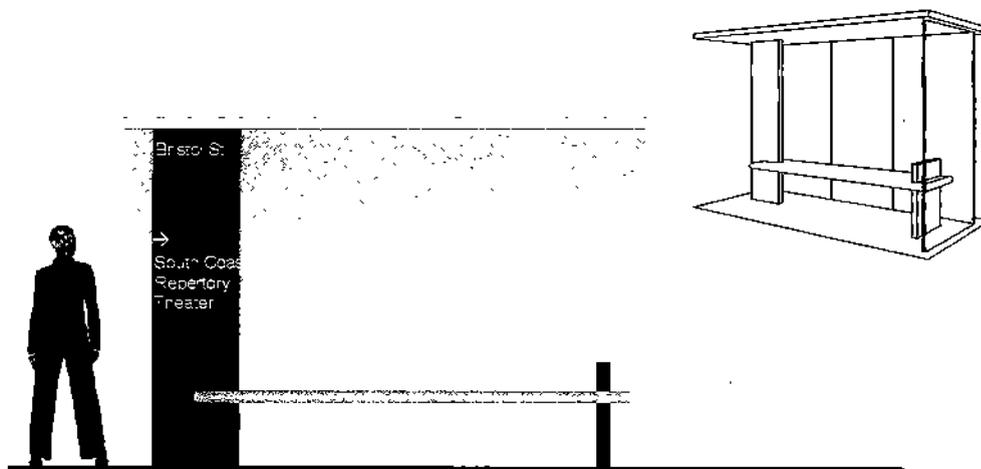


Figure 7 – Bus Shelter Concept

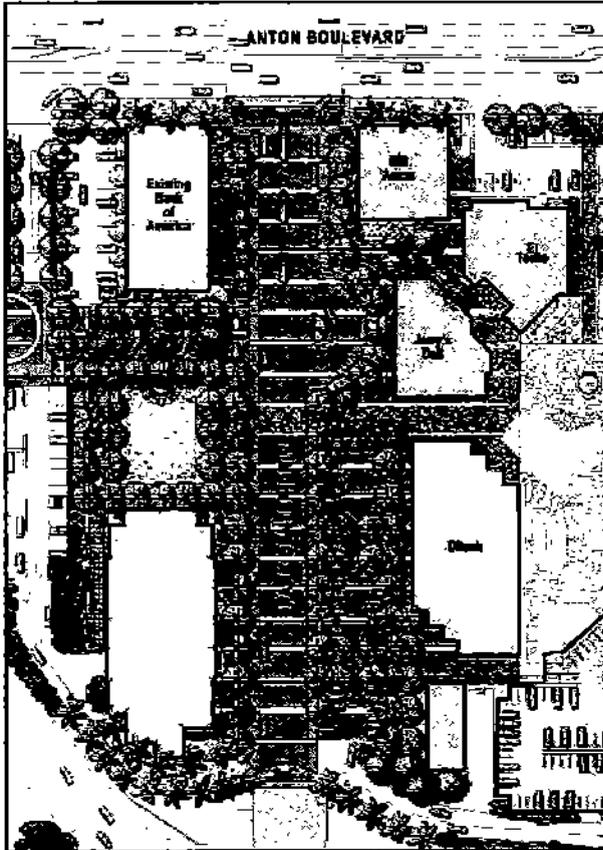


Figure 15 - Conceptual Two Town Courtyard

**Two Town Courtyard:**

Adjacent to the new 18-story office building, a new open space courtyard will be added on Park Center Drive just south of Anton Boulevard. The courtyard aligns with the main entry of Noguchi's "California Scenario." The open space, surrounded by trees, will offer an outdoor gathering space for office workers and area visitors. It will also serve as a programmable outdoor venue for organized events. (See figure 15 for conceptual courtyard plan.)

**Park Center Drive:**

In conjunction with its development of the new office building and high-rise residential tower, Maguire Properties will install new street amenities along Park Center Drive south of Anton

Blvd. Such new amenities will include landscape, hardscape, lighting and signage. Hardscape improvements may include enhanced pavement treatment on Park Center Drive.

**Additional Arts Venue:**

An additional arts venue of roughly 140,000 s.f. (expected to be a museum) with a superposed residential tower is planned on Avenue of the Arts between Plaza Tower and the Orange County Performing Arts Center. The new venue will be part of the Segerstrom Center for the Arts.

**Arts Promenade:**

An arts promenade shall be located between the new concert hall and the new arts venue. This promenade forms part of the Town Center Open Space Easement

**New Office Tower:**

The Town Center Master Plan envisions an office tower at the southeast corner of Bristol St. and Sunflower Avenue. This tower may optionally be assigned to high-rise residential uses.

**New Hotel:**

A new 200-key hotel that will include in addition up to 50 residential units is planned for the northeast corner of Bristol Street and Town Center Drive.

**Thematic Signage Program  
In or Adjacent to Public Right-of-Way, or In Accessible Areas**

<b>Item</b>	<b>Estimated Cost</b>	<b>Proposed Implementation Schedule</b>
Area signage program consisting of TAD corner monuments, auto directional signs and pedestrian informational signs	\$ 400,000	Following final approval of planned signage program, and before certificate of occupancy for first major hotel or office tower.
Street signs in public right-of-way	(included in above)	Installation completed in 2006.

**Private Improvements of Public Benefit:**

<b>Item</b>	<b>Estimated Cost</b>	<b>Proposed Implementation Schedule</b>
New courtyard at Park Center Drive south of Anton Blvd. including kiosk for California Scenario sculpture garden	\$ 800,000	Before certificate of occupancy for new office tower at south end of Park Center Drive.
Arts Plaza	800,000	Completed by South Coast Plaza in 2006/2007.
Public Art obligation (Maguire Properties)	200,000	Before certificate of occupancy for new office tower at south end of Park Center Drive

**Additional Area Improvements (public funds):**

<b>Item</b>	<b>Estimated Cost</b>	<b>Proposed Implementation Schedule</b>
Landscaping and Street Rehabilitation	\$ 3,000,000	Completed in 2006/2007.

## **CURRENT TAD PLAN**



# **CITY OF COSTA MESA**

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DEVELOPMENT SERVICES DEPARTMENT

**FOR ATTACHMENTS NOT INCLUDED IN THIS REPORT,**

**PLEASE CONTACT THE CITY CLERK'S OFFICE**

**AT (714) 754-5121**