



CITY COUNCIL AGENDA REPORT

MEETING DATE: JUNE 17, 2008

ITEM NUMBER:

**SUBJECT: URBAN MASTER PLAN SCREENING REQUEST FOR UMP-08-01 FOR
872 W. 18TH STREET**

DATE: JUNE 5, 2008

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: MINOO ASHABI, AIA, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT: MINOO ASHABI, SENIOR PLANNER
(714) 754-5610**

RECOMMENDATION

Provide feedback on proposed mixed-use project within Mesa West Bluffs Urban Plan.

BACKGROUND

On April 4, 2006, City Council adopted Mesa West Bluffs Urban Plan to allow incentives for mixed use development. The intent of the urban plans is to provide development/economic incentives for private property owners to reinvest and remodel their properties.

The project site is located at 872 W. 18th Street and is bound by other industrial development on north, east and west. The applicant proposes to add a residential unit under the mixed use development standards.

EVALUATION OF DEVELOPMENT CONCEPT

This urban plan screening process will address the following issues:

- 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.

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

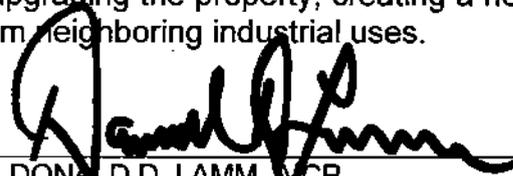
A one-page, project summary sheet is attached for the screening request.

CONCLUSION

Staff believes that the proposed project does not meet the goals/objectives of the general plan and the Mesa Wes Bluffs Urban Plan. The proposal is not consistent with these planning documents which encourage well-designed and integrated residential development, adaptive reuse of existing industrial structure with unique architecture and complementary uses, and promotion of quality urban housing. The proposal would add a new residential unit on an industrial property, but it fails to include critical features that would make the project successful, including upgrading the property, creating a healthy living environment, and addressing impacts from neighboring industrial uses.



MINOO ASHABI, AIA
Senior Planner



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

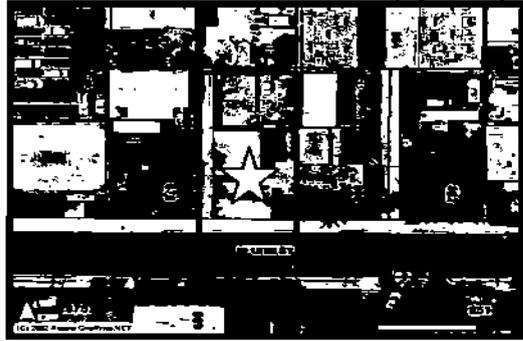
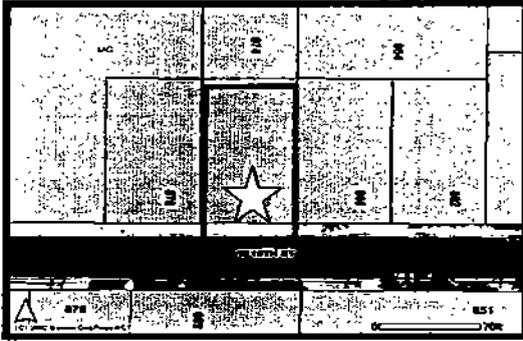
Attachments:

1. Urban Plan Screening Summary Sheet
2. Location Map
3. Site Photos
4. Applicant Letter
5. Conceptual Plans

cc: City Manager
Assistant City Manager
City Attorney
Public Services Director
City Engineer
City Clerk
Staff (4)
File (2)

James L Skaug
1327 Juanita Street
San Jacinto, CA 92583

Tim Jones
872 W. 18th Street
Costa Mesa, CA 92628



DEVELOPMENT CONCEPT

The proposed master plan concept involves construction of a residential unit on the second floor of an existing vehicle storage structure. The project includes the following:

- No change to existing office building and or ground floor storage building.
- Construct a new second-floor residential loft over the storage building.

EXISTING LAND USE CONTEXT

The approximately 0.21-acre site is located within the Light Industrial land use designation and MG zoning. The site currently contains an approximately 983 square-foot office building for Newport Imports and a 1,280 square-foot auto storage building. The storage building is approximately 21 feet in height designed with oversized corrugated metal doors designed for vehicle/boat storage purposes. The site is surrounded by industrial uses such as rail manufacturing, wood working and auto repair uses.

PROJECT IS INCONSISTENT WITH GENERAL PLAN AND URBAN PLAN

The Urban Plans allow development flexibility in exchange for quality projects that meet the Urban Plan vision.

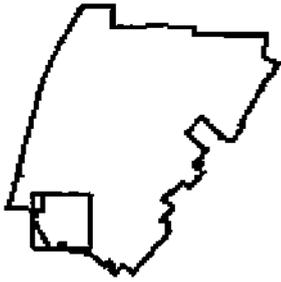
Staff believes that this project does not qualify as an urban plan project, and therefore, does not believe that this development flexibility should be applied for the following reasons:

- Project is inconsistent with General Plan Policy LU.1F.5. This General Plan policy promotes good design and integration of mixed-uses (i.e. residential and industrial uses) within a single project. The proposal would create a new residential unit on the property, but it fails to include critical features that would make the project successful, including adequate parking, upgrading the property, creating a healthy living environment, and addressing impacts from neighboring industrial uses. Staff believes this project fails to conform with the General Plan.
- Project is inconsistent with Urban Plan Objectives. The Urban Plan requires that properties be a minimum of one acre in size to allow sufficient land area to create quality mixed-use projects. The size constraints on this 0.21-acre eliminate realistic possibilities to create a viable mixed-use development and positive living environment for a future resident. In contrast to other recently-approved, urban plan projects, this project does not feature green technology nor unique on-site amenities that would better integrate the residential use with the industrial use. It fails to meet the minimum requirements of the Urban Plan or produce a quality project.
- Project fails to revitalize the property nor provide any public benefits to the City. The central focus of the Mesa West Urban Plan is to revitalize blighted properties by providing development flexibility to encourage redevelopment. However, the project must also include public benefits to justify this development flexibility. In this case, the proposed project does not involve any significant upgrade to the property nor propose any improvements in the public realm. It is a customized project for a single property owner, but it does meet the Urban Plan goals to stimulate revitalization or provide public benefits to the City.
- Project creates isolated residential use with no on-site amenities. The Urban Plan promotes a “new type of urban housing” for the industrial areas of the Westside. However, this new housing would still need to be quality living environments for future resident(s). In this case, given the minimal lot size, it is a challenge to provide sufficient amenities for a quality residential use. The residential use does not complement or enhance the industrial use of the property and may lend itself to becoming a rental unit.

City of Costa Mesa

872 W. 18TH STREET - [Created: 6/3/2008 1:20:37 PM] [Scale: 118.45] [Page: 8.5 x 11 / Portrait]

Overview Map



Legend

Address
Large

Address
Points

Roads

Major

Freeway

Collector
Freeway
(cont)

Newport BLVD
Primary
(cont)

Map Display





View of storage building from W.18th



View of neighboring property

Photographs of the site and surrounding
Development

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Architectural Designer, Consultant/Project Manager
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12 May 08

**City of Costa Mesa City Council
77 Fair Drive
Costa Mesa, CA 92628**

Re: Submittal for 'Urban Master Plan Screening'-Mesa West Bluffs Urban Plan

Mayor, Council Members and Staff:

This application is for a proposed Live/Work Addition to the Existing Structure located at 872 West 18th St. The Scope of Work includes a Loft Living Area to be constructed within the wall lines of the existing building, and is seismically independent from that structure.

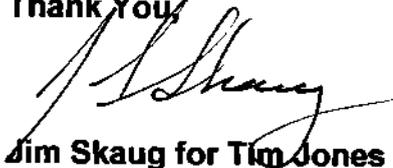
The proposed improvements will include exterior security lighting and parking to satisfy all Code Requirements, including Handicap Parking (Van Accessible).

In the spirit of the MWBUP the slight increase in density that this addition represents is easily justifiable since the Owner's Presence on sight (clearly an adjunct to neighborhood security) is one of the key aspects of the Proposal. He has been pursuing this goal ever since the prospect became a legal reality in 2006.

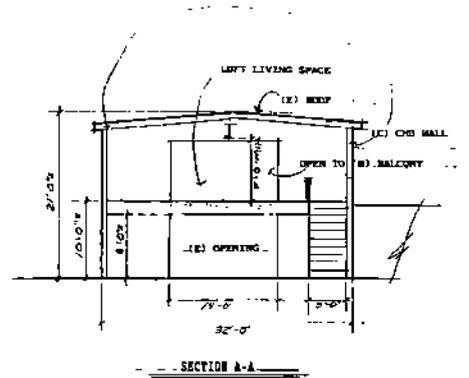
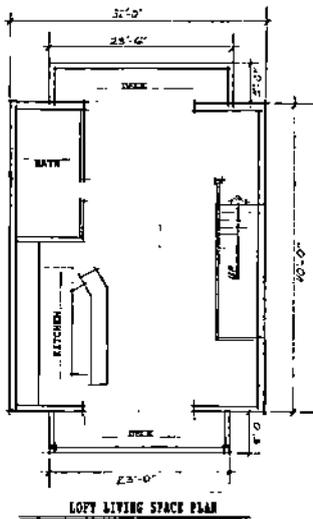
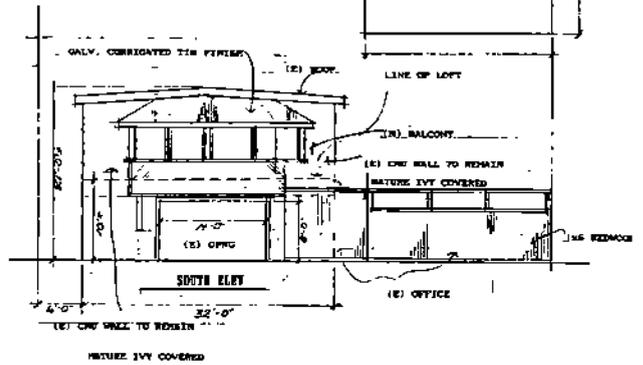
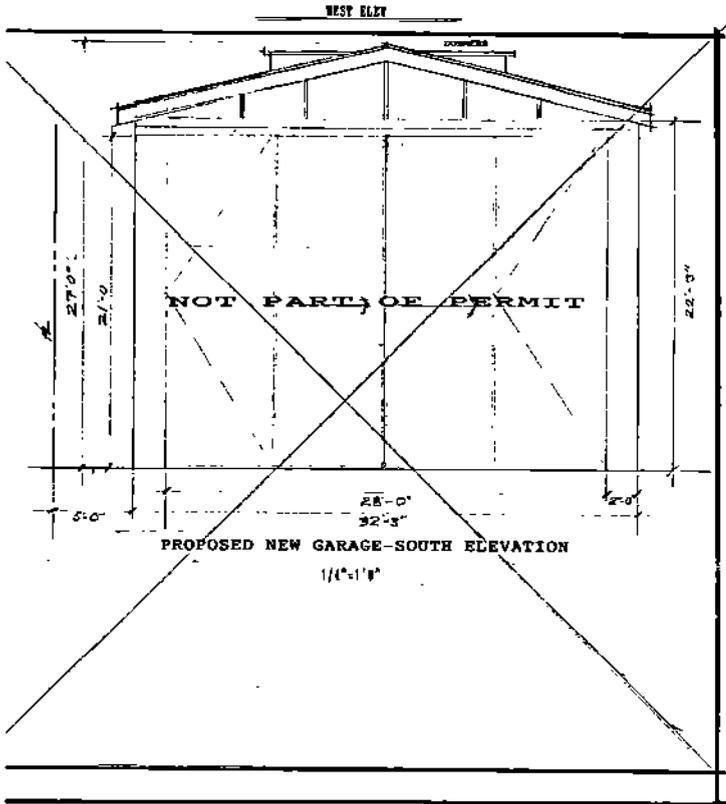
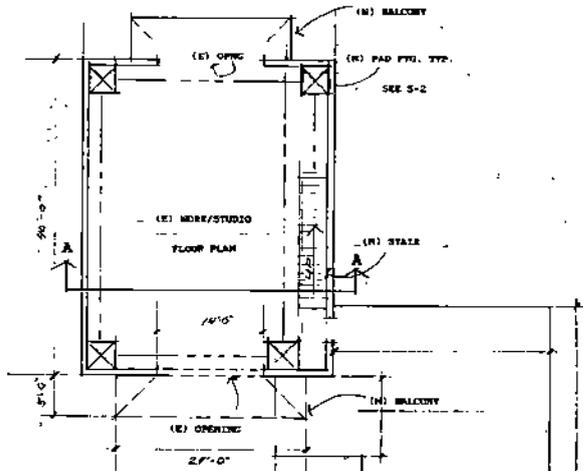
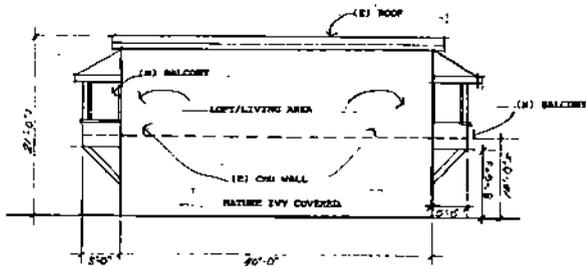
And, by inference, his presence in-situ will increase Public Security and in no way will be injurious to local property rights, values, access, etc.

Your preliminary Screening, review and approval will be appreciated.

Thank You



Jim Skaug for Tim Jones (Owner)



SHEET NO. 1 DATE 1/15/11 DRAWN BY J. J. [unclear] CHECKED BY [unclear]	JIM SHAMG-DESIGNER 250 CLEF DR STE. #11 LAJUNA BEACH CA	SECTIONS, ELEV. & LOFT PLAN	TIM JONES-OWNER 872 W. 18TH STREET COSTA MESA, CA
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