



GENERAL PLAN SCREENING REQUEST

The project site is a 3.77-acre parcel in the General Commercial land use designation developed with a mobile home park. The request is to amend the General Plan to allow a high density residential development (55 du/acre). The site is bounded by high density residential to the northwest and west. The property abuts the Ponderosa Mobile Home Park to the north/northeast and the Sandpiper Motel property to south/southeast.

TRAFFIC EVALUATION

The main vehicular entrance to the parking structure is proposed from Ford Street and a secondary exit is provided on Newport Boulevard. Transportation staff completed a preliminary trip generation analysis and concluded that the proposed project is expected to result in 67% fewer daily trips in comparison with the General Plan build out. The following refers to the average peak trips for the commercial vs. residential development.

General Plan Land Use Designation	Development Description	AM Peak Hr Trips	PM Peak Hr Trips	Total Avg Daily Trips
Scenario 1 <i>General Plan maximum build out</i>	<u>General Plan Allowance:</u> General Plan allows Max. 0.30 FAR – commercial development	47	183	2,104
Scenario 2 <i>Existing Development Commercial Limited</i>	Current use – 50 unit mobile home park and one manager unit	22	30	250
Scenario 3 <i>Proposed project 55 du/acre</i>	208-unit apartment project <ul style="list-style-type: none"> • Studios – 12 units (5%) • One Bedroom – 124 units (53%) • Two Bedroom – 100 units (42%) 	106	129	1,398
Difference between GP build out and Proposed Project		59 (125%)	-54 (-70%)	-706 (-67%)
Difference between Existing Development and Proposed Project		84 (46%)	99 (430%)	1148 (550%)

The project will increase the traffic in comparison with the existing uses; however, in comparison with the existing commercial land use designation built out, the proposed residential development would result in decreased trips compared to General Plan buildout. The proposed project will generate 67 percent fewer average daily trips in comparison with the General Plan land use designation of General Commercial. The proposed project will generate 59 more trips in the AM peak hour, 54 less trips in the PM peak hour and 706 less daily trips as compared to the General Plan land use designation. The significance of traffic related impacts for the project will be addressed in a future traffic study for the project.

PROJECT COMPLIES WITH GOALS OF THE GENERAL PLAN

Staff believes that the proposed project is compliance with the following goals of the City's General Plan:

1. *General Plan Housing Objective HOU-3.1. Encourage the conversion of existing marginal land to residential, where feasible and consistent with environmental conditions that are suitable for new residential development.* The project site is an existing mobile home park and marginal commercial development on Ford Street. The proposed residential development is located on a parcel that is bounded by medium and high density residential development on three sides. This location can be desirable to professionals seeking housing in close proximity to major employers and transportation corridors.
2. *General Plan Land Use Objective LU-1A1. Provide for the development of a mix and balance of housing opportunities, commercial goods and services, and employment opportunities in consideration of the needs of the business and residential segment of the community.* The proposed residential development will contribute to jobs and housing balance within the community. The housing will be in close proximity to businesses and major employers along major freeways.
3. *General Plan Housing Objective HOU-3.2. Provide opportunities for the development of well planned and designed projects which, through vertical or horizontal integration, provide for the development of compatible residential, commercial, industrial, institutional, or public uses within a single project or neighborhood.* The proposed project provides on-site amenities for the residents in an integrated structure. The residential units will be provided within well designed four-story structures with private and common open space and recreation areas on a site in close proximity to employment opportunities and service uses. The apartment complex will be built to condominium specifications.
4. *Projected increase in vehicle trips is lower than General Plan buildout under the Commercial designation.* It should be noted that the General Plan land use designation for the project site is "General Commercial." The General Plan buildout scenario will generate more vehicle trips than the proposed residential use. The proposed project will generate 67 percent fewer average daily trips in comparison with the General Plan land use designation of General Commercial. The proposed project will generate 59 more trips in the AM peak hour, 54 less trips in the PM peak hour, and 706 less daily trips as compared to the General Plan land use designation. The significance of traffic related impacts for the project will be addressed in a future traffic study for the project.
5. *Although project does not technically satisfy the General Plan Acceptance Screening Criteria, the residential development may merit further consideration by Council.* City Council Policy establishes three criteria for accepting GPA requests such as (a) resolving an inconsistency between General Plan and zoning for a parcel; (b) providing a uniform land use designation for a parcel; and (c) resulting in decreased traffic impacts. However, the project does involve closure of a mobile home park to provide new housing opportunities in Costa Mesa. The residential project will have on-site amenities and be constructed pursuant to condominium specifications.