



CITY COUNCIL AGENDA REPORT

MEETING DATE: NOVEMBER 5, 2013

ITEM NUMBER:

SUBJECT: URBAN MASTER PLAN SCREENING REQUEST (UMP-13-06) FOR A 14-UNIT LIVE/WORK DEVELOPMENT LOCATED AT 2075 PLACENTIA AVENUE

DATE: OCTOBER 24, 2013

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: ANTONIO GARDEA, SENIOR PLANNER

FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA (714) 754-5692
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RECOMMENDATION

Provide feedback on the proposed 14-unit three-story live/work project within the Mesa West Bluffs Urban Plan Area.

BACKGROUND

Mesa West Bluffs Urban Plan

The property is located within the Mesa West Bluffs Urban Plan area. On April 4, 2006, City Council adopted the Urban Plans to allow incentives for the development of ownership housing. The intent of the urban plan is to provide development/economic incentives for private property owners to reinvest and redevelop their properties.

Project Site

The 40,283 square-foot (0.92 acre) property is located on the west side of Placentia Avenue near Hamilton Avenue (Attachment 2). The property is zoned MG (General Industrial) and has a General Plan land use designation of Light Industry. The site contains an approximately 1,240 building and is currently used as a motor vehicle dismantling business. There is a self-storage facility to the south and a multiple tenant building with industrial uses to the north of the site.

The Mesa West Bluffs Urban Plan area allows a maximum density of up to 20 units per acre and up to 1.00 floor area ratio (FAR) for live/work developments. The applicant requests approval of a density of 15 units per acre with a floor area ratio of .85 for the 14-unit live/work project. Any deviation from the Zoning or Urban Plan standards may be approved through the master plan review process by the Planning Commission subject to specific findings. Please see the summary sheet for more information (Attachment 1).

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 (Attachment 1) for reference.

CONCLUSION

The screening process enables Council to address the central question about the proposed development: Does the project concept meet Council's expectations for new development in the Mesa West Bluffs 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.

ANTONIO GARDEA
Senior Planner

GARY ARMSTRONG, AICP
Economic and Development Services
Director

Attachments:

1. [Urban Plan Screening Summary Sheet](#)
2. [Location Map](#)
3. [Zoning Map](#)
4. [Applicant Project Description](#)
5. [Letter in Support \(2\)](#)
6. [Conceptual Plans](#)

cc: Chief Executive Officer
Assistant Chief Executive Officer
Public Services Director
City Attorney
Transportation Services Manager
City Engineer
City Clerk (9)
Staff (7)
File (2)

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Preface Group

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