Great Reach Workshop
City of Costa Mesa
September 12, 2013
Vision Statement Concepts Summary

Overview

As part of the General Plan Update program, the City of Costa Mesa hosted a Community Vision Statement Concepts Workshop attended by 29 community members on September 12, 2013. The workshop was held at the Neighborhood Community Center from 6:00 P.M. to 8:00 P.M with the primary purpose of collecting community feedback on 12 proposed Vision Concept Statements. What follows is a summary of the community input.

Vision Statement Comments

Twelve preliminary vision statements were presented for community input. The Vision Statements were arranged on display boards and shown to the participants prior to the meeting. The outreach team encouraged each person to consider the vision concepts, then place a yellow sticker indicating whether they "Support" the Vision Statement, "May Support, If" wording was changed, or "Do Not Support" the statement. The following shows the number of votes for each statement. Verbal comments were captured by outreach staff and are included below the corresponding Vision Statement.

Vision Statement #1	Support	May Support If...	Do Not Support
Costa Mesa is a vibrant, engaged community that embraces its history, values its eclecticism, and promotes economic growth that sustains high quality of life.	19	8	4

- Economic growth leaves the door open for additional development; perhaps development height, scale, and uses that are not desired.
- Concerns with group homes and other uses locating within Costa Mesa.
- Costa Mesa residents value their quality of life and desire a continued high quality of living in future developments' design and expansion.
- Concern that high density types of development may affect or lower that quality of life.
- Believe economic growth stems from the marketplace. As such, the City of Costa Mesa should not adopt policies to promote development.

Vision Statement #2	Support	May Support If...	Do Not Support
Costa Mesa will always be an inclusive, multi-generational, and economically and ethnically diverse city.	18	9	5

- Would like to modify the text to encourage the "respect and promotion" of diversity.
- It is not the City's role to micromanage demographics.

Vision Statement #3	Support	May Support If...	Do Not Support
Costa Mesa is a community of distinctive neighborhoods, where young families, families with school-aged children, singles, and seniors live in a mix of housing types.	14	8	8

- Modify statement to read "Costa Mesa is a community of distinctive neighborhoods." Eliminate the remaining text.
- The City can only control the type of housing built, not who purchases property.
- Concern with 3 story development adjacent to single story.
- New development character needs to be compatible within an immediate neighborhood/community, respecting both the scale and character.
- Encourage the development of senior housing and facilities to accommodate aging population.
- Need to change the tenure ratio from rental to ownership.
- Costa Mesa should retain its character by not allowing higher density housing.

Vision Statement #4	Support	May Support If...	Do Not Support
Costa Mesa will not become stagnant; the city will change over time to anticipate demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs	9	12	5

- Maintain balance between renters/owners.
- Have a strong desire to maintain the character of the city and its neighborhoods.
- Aware that increased density increases developer profit. Community members enjoy a stable, high quality of life; they are concerned about the disruptive nature of development and construction.
- The City is not nimble; it needs to plan for future demographic shifts that it wants today. The community needs to be proactive rather than reactive to prevent the need to adapt to changes after the fact.
- City is built out and is not a blank canvas.
- Redevelopment works if you respect neighborhood quality.
- Need Smart Growth.

Vision Statement #5	Support	May Support If...	Do Not Support
A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports the tax base, and sustains the ability of the City to provide high quality services for all residents, including expanded housing opportunities at all income levels.	7	14	6

- Concern about attracting the "right" types of businesses.

- "Expanded housing opportunities at all income levels" should be stricken from the statement.
- Ensure that adequate infrastructure exists to support growth and development.
- The growth plan should contain reasonable limits in order to be sustainable.
- Consider attracting high tech and sustainable business to the city. Additionally, the Westside could become a "green" business center.
- Businesses that come to Costa Mesa should create jobs; a strong employment base is critical to the economic health of the city.

Vision Statement #6	Support	May Support If...	Do Not Support
Costa Mesa's retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; and from auto-oriented boulevards to an internationally recognized shopping mecca.	11	13	3

- Streets need to be bike friendly.
- Traffic plans should increase pedestrian orientation to allow residents to walk between neighborhoods.
- Need to create more pedestrian areas; the city should be pedestrian friendly throughout.
- Use the Westside area around 18th /Newport (near the Side Street Café) as a template for future pedestrian development.
- Newport Boulevard and some parts of Harbor Boulevard are not pedestrian friendly.

Vision Statement #7	Support	May Support If...	Do Not Support
Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.	12	11	3

- Promote a streamlined process for businesses that creates a culture and an environment to promote incubators.
- Use caution on the types of businesses allowed within the city. Participants do not want to invite the potential blight that can stem from massage parlors, tattoo salons, tobacco shops, etc.

Vision Statement #8	Support	May Support If...	Do Not Support
Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.	11	14	5

- Concerned that "enhance" really indicates a negative change. They do not want to intensify the current use of existing parks and are afraid of changing the park's purpose.
- Wary the "flexible new spaces" as it may mean taking away from existing facilities.
- Fairview Developmental Center is an opportunity for open space and park development.

- During the planning stage of a park enhancement, a neighborhood's desires and wants should be considered, or the enhancements may not be liked and underutilized by the community.
- Parks can be overused; the City will need to commit to maintenance or to "continually enhance" park infrastructure.
- Gathering places are needed.
- Natural parks and parks should be tailored to serve the needs of young families. A few of the participants disagreed with the tailoring of parks for young families.

Vision Statement #9	Support	May Support If...	Do Not Support
Costa Mesa will incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an improved environment for future residents and businesses.	13	12	6

- Sustainable principles are desirable, but they should not occur at an unreasonable expense to businesses.
- Costa Mesa should not impose environmental regulations. For example, an individual or business should have the option to choose solar (or not).
- It is very difficult to manage water runoff totally onsite.
- Encourage "green" development and be conscious of how to "incentivize" to reach set goals.
- This Vision Statement should be worded with softer language.
- Need stronger stewardship of environmental resources to promote and retain ecological areas.
- Need to confirm the availability of a long term water supply. Potentially, the City should explore the possibility of implementing desalinization technology.

Vision Statement #10	Support	May Support If...	Do Not Support
Costa Mesa is a City of the Arts: a "place" to experience and enjoy visual and performing arts and cultural events. The City fosters creativity and cultivates cultural enrichment and lifelong learning.	25	0	2

- The arts should be promoted by private interests or non-profit organizations; City should not micromanage the arts.
- The City could increase support for the arts. For example, Los Angeles advocated the arts and the surrounding area improved, and attracted a younger crowd.
- Noguchi Garden should be supported.
- The City has a Cultural Commission.
- Culture and learning are important to the community.
- Better libraries are needed.

Vision Statement #11	Support	May Support If...	Do Not Support
Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa's road network will be retrofitted to put local mobility needs first. New developments and	22	7	2

public spaces will be designed with transit, pedestrians, and bicycles in mind.			

- The City should commit to bike circulation and connectivity.

Vision Statement #12	Support	May Support If...	Do Not Support
As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled.	15	11	2

- The City should explore the development of regional travel corridors.

Note that Vision Statement 11 and 12 were not fully discussed due to time limitations. Both of these statements will be reviewed at a future Great Reach workshop, perhaps October 16, 2013.

The team also received six handwritten comments on the Vision Statements. Suggested edits to the Vision Statements are noted in bold and underlined text (removal of text is indicated by strikethrough). The closing section details the general comments submitted by participants who filled out the questionnaires.

Vision Statement #1	Support	May Support If...	Do Not Support
Costa Mesa is a vibrant, engaged community that embraces its history, values its eclecticism, and promotes economic growth **for residents** that sustains high quality of life **for residents**.			

- Change the statement to conclude as "...and promotes quality of life."

Vision Statement #2	Support	May Support If...	Do Not Support
Costa Mesa will **aspire to** ~~always~~ be an inclusive, multi-generational, and economically and ethnically diverse city.			

- It is not the city's job to micromanage demographics.

Vision Statement #3	Support	May Support If...	Do Not Support
Costa Mesa is a community of distinctive neighborhoods which will try to maintain the character of these specific areas~~, where young families, families with school-aged children, singles, and seniors live in a mix of housing types.~~			

Vision Statement #4	Support	May Support If...	Do Not Support
Costa Mesa will **encourage "smart growth"** ~~not become stagnant; the city will change~~ over time to			

be aware of ~~anticipate~~ demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs.			

- A Vision Statement as a future-to-be should not have a negative.
- The statement should end after "...the city will change over time."

Vision Statement #5	Support	May Support If...	Do Not Support
A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports **specific categories of** the tax base, and sustains the ability of the City to provide high quality services for all residents~~, including expanded housing opportunities at all income levels~~.			

- May support if it is at all income levels.

Vision Statement #6	Support	May Support If...	Do Not Support
Costa Mesa's retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; **to** ~~and from~~ auto-oriented boulevards to an internationally recognized shopping mecca.			

- Reduce strip centers. We are over-retailed.

Vision Statement #7	Support	May Support If...	Do Not Support
Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming ~~incubator~~ businesses ~~that grow the economy~~.			

Vision Statement #8	Support	May Support If...	Do Not Support
Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will **maintain** ~~continually enhance~~ established parks and recreation facilities ~~and encourage a diversity of flexible new spaces to meet evolving needs.~~			

- May support if there is smart park planning.

Vision Statement #9	Support	May Support If...	Do Not Support
Costa Mesa will **encourage** ~~incorporate sustainability~~ principles into planning activities and decisions, thus fostering good environmental stewardship and an			

improved environment for future residents and businesses.			

- May support only to the extent it does not inhibit good projects.
- The City already does this.

Vision Statement #10	Support	May Support If...	Do Not Support
Costa Mesa is a City of the Arts: a "place" to experience and enjoy visual and performing arts and cultural events. The City **supports** ~~fosters~~ creativity and cultivates cultural enrichment and lifelong learning.			

- The City doesn't need to micromanage the arts.

Vision Statement #11	Support	May Support If...	Do Not Support
Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa's road network will be retrofitted to put local mobility needs first. New developments and public spaces will be designed with transit, pedestrians, and bicycles in mind.			

- Is this all over Costa Mesa?

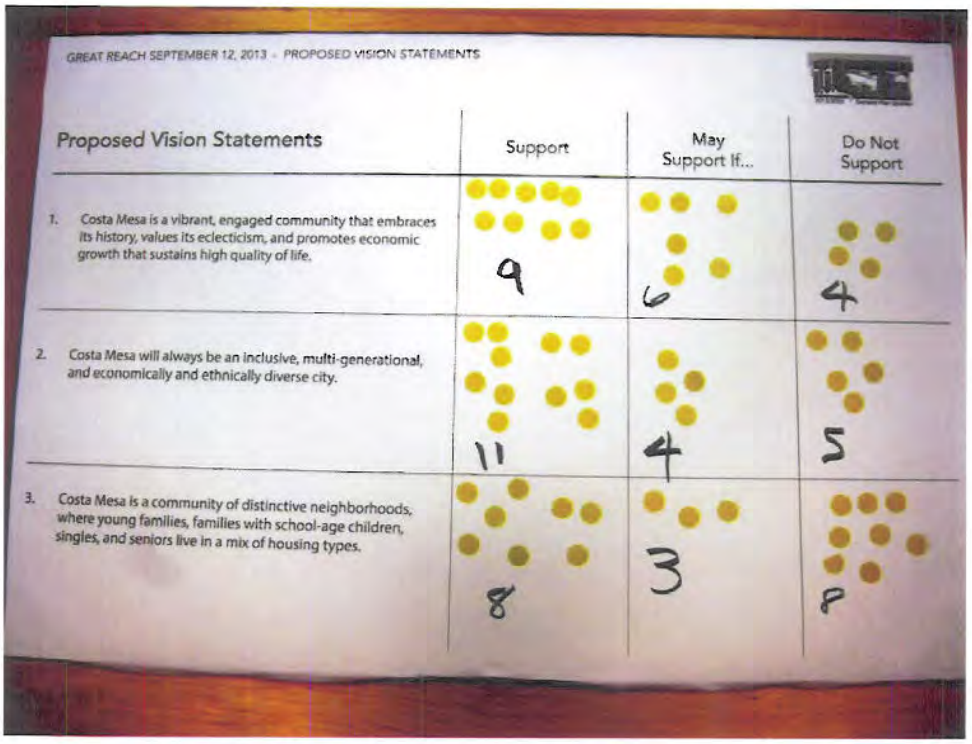
Vision Statement #12	Support	May Support If...	Do Not Support
As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. ~~Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled.~~			

- No Banning Ranch traffic on Costa Mesa streets.
- Which business areas will be considered?

General Notes

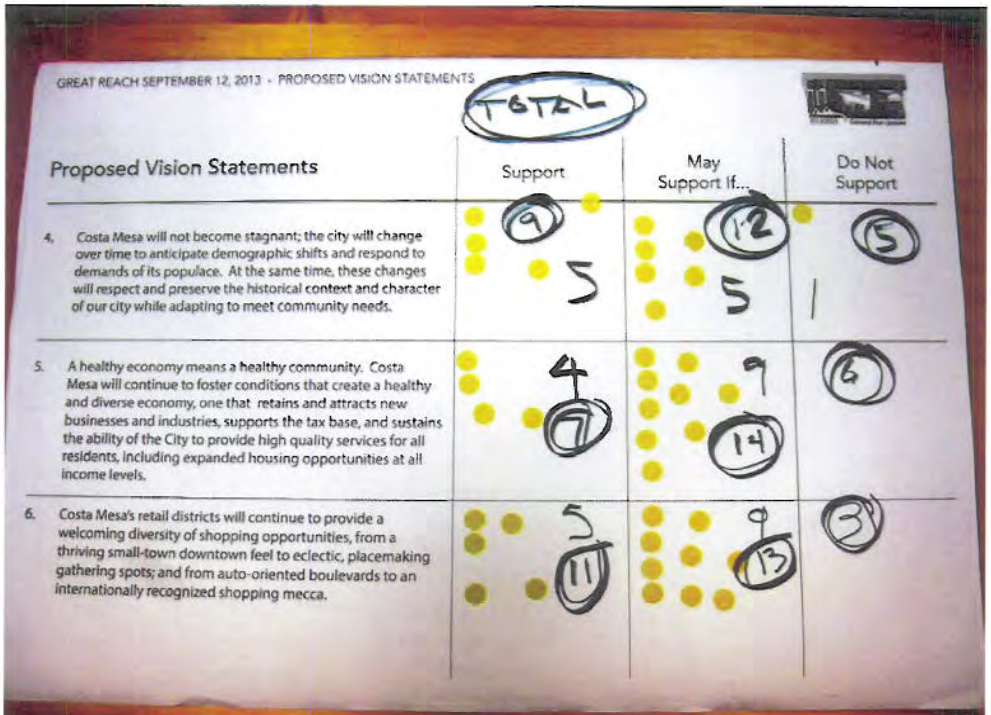
- The City needs to promote good development that has walkability and sustainable use. Density should be allowed near major retail, performing arts, and other attractions and entertainment.
- The community has become too scared about density, but with good projects (Fairfield development) you see very little negative impact and instead enjoy neighborhood improvements.
- The City Council should not allow any flow-through traffic from Banning Ranch onto 17th Street (or any other Costa Mesa street). The City would never allow another city to offload traffic problems onto our streets.
- All of these suggestions must result in higher densities that our current development standards do not handle responsibly.

- We must not compromise economic and residential freedom of movement; any accommodation for pedestrian transit & bicycle transportation must be supplemental and not supplant existing automobile transportation



GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS

Proposed Vision Statements	Support	May Support If...	Do Not Support
1. Costa Mesa is a vibrant, engaged community that embraces its history, values its eclecticism, and promotes economic growth that sustains high quality of life.	9	6	4
2. Costa Mesa will always be an inclusive, multi-generational, and economically and ethnically diverse city.	11	4	5
3. Costa Mesa is a community of distinctive neighborhoods, where young families, families with school-age children, singles, and seniors live in a mix of housing types.	8	3	8


GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS
TOTAL
Proposed Vision Statements
Support
May Support If...
Do Not Support
4. Costa Mesa will not become stagnant; the city will change over time to anticipate demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs.
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12
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5. A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports the tax base, and sustains the ability of the City to provide high quality services for all residents, including expanded housing opportunities at all income levels.
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6. Costa Mesa's retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; and from auto-oriented boulevards to an internationally recognized shopping mecca.
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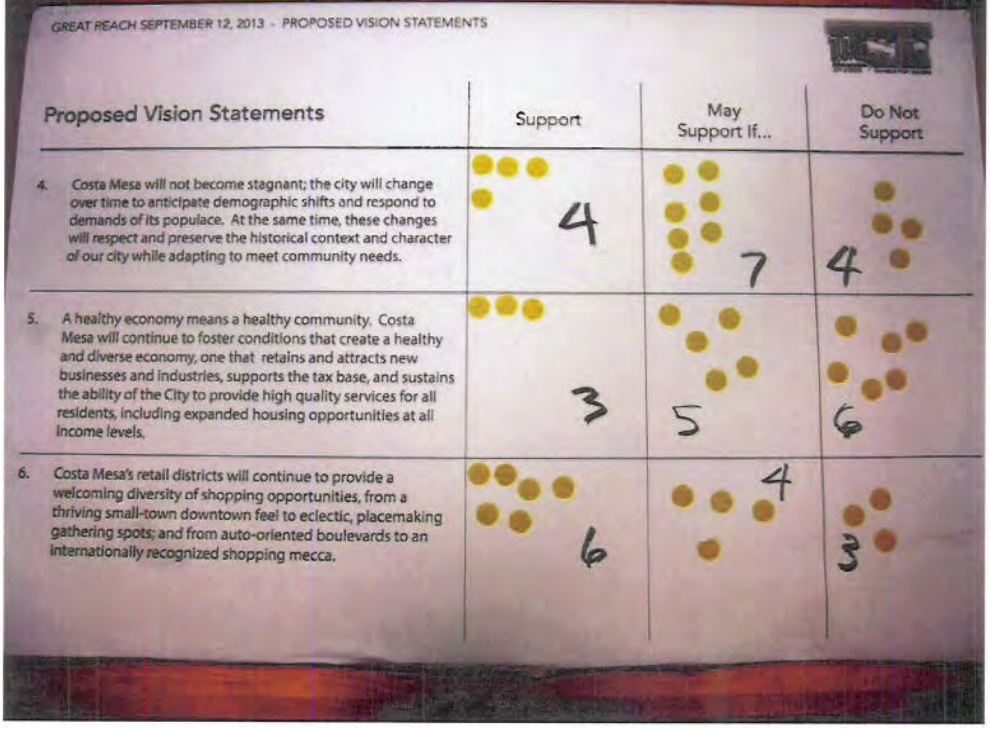
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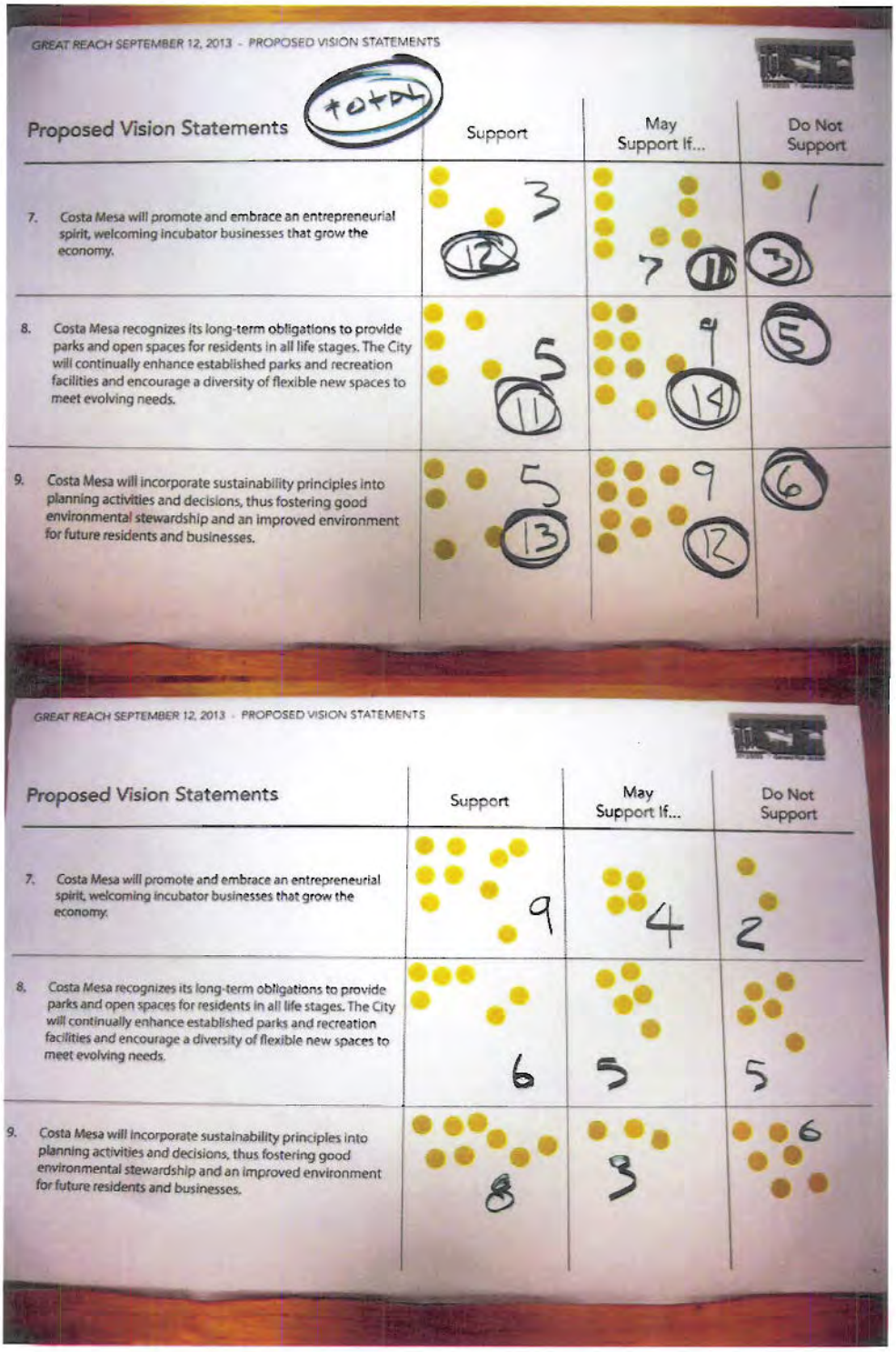
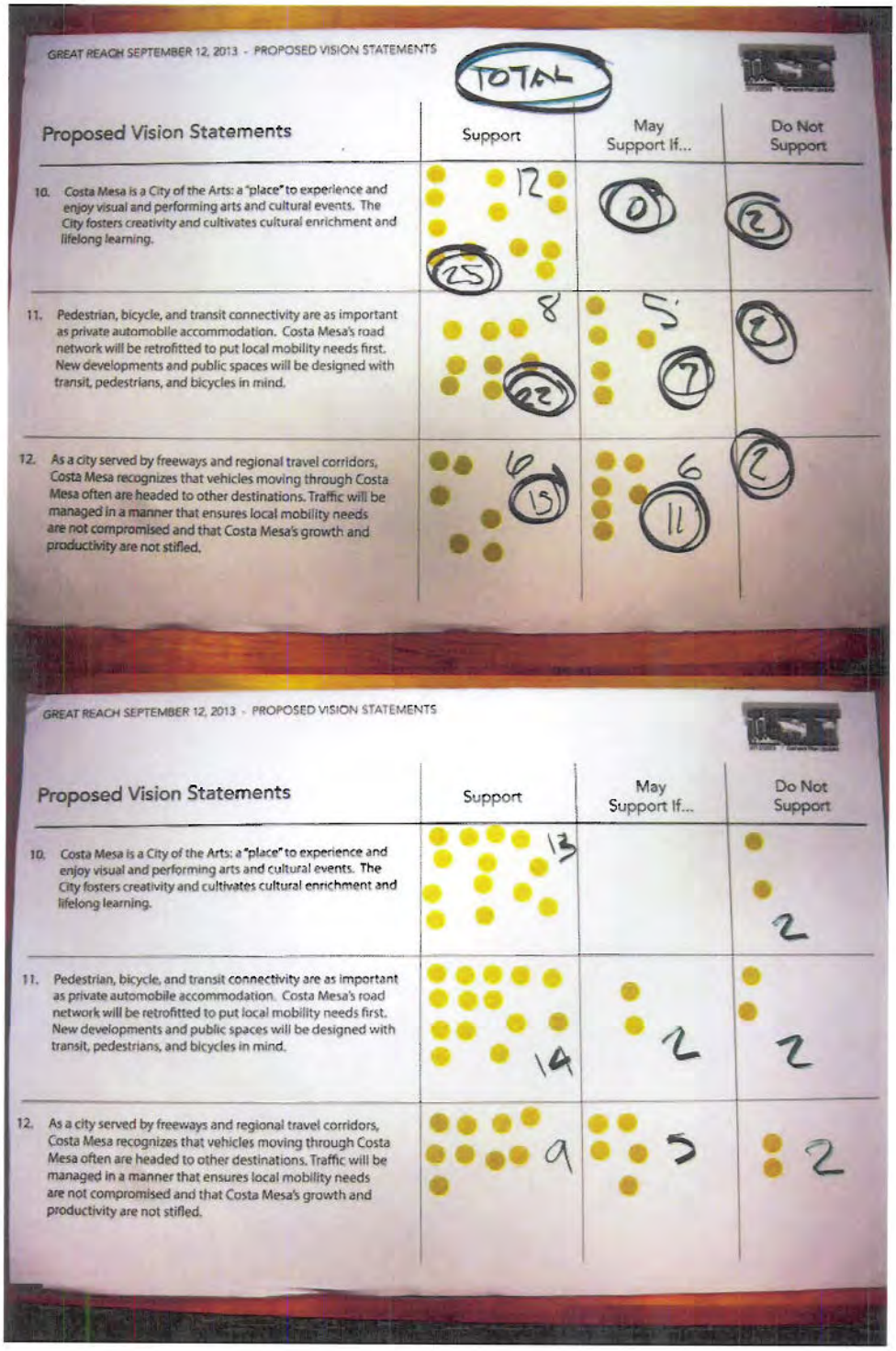


GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS

Proposed Vision Statements	Support	May Support If...	Do Not Support
7. Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.	12	7	3
8. Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.	11	14	5
9. Costa Mesa will incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an improved environment for future residents and businesses.	13	12	6

GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS

Proposed Vision Statements	Support	May Support If...	Do Not Support
7. Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.	9	4	2
8. Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.	6	5	5
9. Costa Mesa will incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an improved environment for future residents and businesses.	8	3	6


GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS
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Support
May Support If...
Do Not Support
10. Costa Mesa is a City of the Arts: a "place" to experience and enjoy visual and performing arts and cultural events. The City fosters creativity and cultivates cultural enrichment and lifelong learning.
12
25
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11. Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa's road network will be retrofitted to put local mobility needs first. New developments and public spaces will be designed with transit, pedestrians, and bicycles in mind.
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12. As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled.
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