

November 1, 2013

Mayor James Rigeimer; and,  
Members of the City Council  
CITY OF COSTA MESA  
77 Fair Drive  
Costa Mesa, CA 92628-1200

**Subject: "Lighthouse" Single Family Homes  
1620, 1624, 1644 Whittier Avenue  
Mesa West Bluffs Urban Plan Screening**

**Honorable Mayor and Council Members:**

We are pleased to submit "Lighthouse", a new single family housing tract to be built in the Westside at the terminus of Whittier Avenue and West 16<sup>th</sup> Street. Responding to the area's for sale housing needs, we are proposing to construct 89 "medium density" single family detached homes to replace the deteriorated "Ametek Aerospace" buildings abutting Banning Ranch in Newport Beach. The property is currently zoned General Industrial and located in the Mesa West Bluffs Urban Plan overlay zone, which encourages reuse of this land as an incentive for private reinvestment in Costa Mesa. Rather than remaining a 1950's style manufacturing-industrial property, greatly in need of new construction, a beautiful new development of ownership housing and live-work units will be built with incredible views of the Pacific Ocean.

Ametek Aerospace is a Pennsylvania based public company with vast property holdings across the country. Their Costa Mesa facility exceeded its useful lifespan, and therefore, it was sold to us for redevelopment. Rather than replacing deteriorated industrial buildings with another "big box" structure, good land plan dictates residential reuse is far superior when considering the views across Banning Ranch and immediate adjacency of a future Newport Mesa Elementary School on land owned by the District, yet located on Banning Ranch.

"Lighthouse" will be an extraordinary infill project addressing the market needs for job related housing in the middle of employers, business entrepreneurs, and a multitude of business opportunities that will support these dwellings. Basically, this project is a perfect example of "horizontal mixed-use" encouraging "live-work" in the Westside. Fresh new "ownership" housing is in high demand as currently evidenced by the immediate purchase of all first phase homes in "Seahouse", a similar mixed-use housing community at the west end of 18<sup>th</sup> Street. Impressive sales are proving that "small lot" fully deeded homes, with two or four bedrooms and double car garages and ample guest parking, are an exciting alternative to more traditional homes on the Westside. Furthermore, with the abundance of rental and manufactured housing in the immediate area, detached ownership housing will clearly meet buyer needs.

Acquisition and master planning of this and an adjacent property has transpired over the past eleven months. After multiple concept plans and designs, the plans for your consideration reflect our belief that “medium density” detached housing is the right fit for this property. While high density residential could be proposed, “Lighthouse” will have a lesser impact on the local infrastructure and City services.

Our home designs reflect two distinctly different concepts. However, all will be three stories with small roof decks for extraordinary views from Palos Verdes to Catalina Island to Crystal Cove. Live-work units will take advantage of several “tech areas” envisioned as outdoor gathering places with full WiFi connectivity. The project also includes a large open recreational area in the center of the project, walking paths, a garden and art area. Homes sizes will average 1,800 sf on the south half of the property oriented towards 16<sup>th</sup> Street, and 2,150 sf on the north half oriented towards Whittier Avenue.

“Lighthouse” represents the largest new home development on the Westside over the past thirty years. Integrating this new product type, amongst business properties, is the future of this coastal bluff community. To live, work, shop, and recreate, all within one mile, is highly desirable to young professionals and active adults of all generations.

“Lighthouse” is leading the way to Costa Mesa. We look forward to working with City staff, Planning Commission, and City Council, and attending your City Council meeting to present the project.

Thank you for your support.

Sincerely,



Bryan G. Coggins  
MW Bluffs Owner, LLC