



# CITY COUNCIL AGENDA REPORT

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MEETING DATE: JANUARY 21, 2014

ITEM NUMBER:

**SUBJECT: URBAN MASTER PLAN SCREENING REQUEST (UMP-13-08) FOR AN 89-UNIT RESIDENTIAL AND LIVE/WORK DEVELOPMENT LOCATED AT 1620 THROUGH 1644 WHITTIER AVENUE**

**DATE: JANUARY 9, 2014**

**FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT**

**PRESENTATION BY: MEL LEE, SENIOR PLANNER**

**FOR FURTHER INFORMATION CONTACT: MEL LEE, AICP (714) 754-5611  
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## **RECOMMENDATION**

Provide feedback on the proposed project as described below:

- Urban Master Plan screening for an 89-unit detached residential development, consisting of 3 stories and a roof deck. 40 of the units are live/work, 27 units are residential lofts, and 22 units are traditional residential. The site has a General Plan land use designation of Light Industry and a zoning classification of MG (General Industrial). The site is also located within the Mesa West Bluffs Urban Plan.

## **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 248,292 square foot (5.7 acre) site contains approximately 66,119 square feet of industrial buildings for the Ametek Aerospace and Defense facility and a detached single family residence. The site is located on the north side of West 16<sup>th</sup> Street and is bounded by the City of Newport Beach to the west and south, industrial uses to the east, and a mobile home park to the north. The property is zoned MG (General Industrial) and has a General Plan land use designation of Light Industry.

The Mesa West Bluffs Urban Plan area allows a maximum density of 13 units per acre for residential units and a maximum Floor Area Ratio (FAR) of 1.0 for live/work units. The proposed development is a combination of residential and live/work unit types; the density for the proposed 49 residential units is 13 units per acre and the floor area ratio for the 40 live/work units is 1.0 (see attached preliminary plans for additional information). 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 attached summary sheet for more information.

## **EVALUATION OF DEVELOPMENT CONCEPT**

The purpose of the urban plan screening process is to address the following issues:

- 1) Does the project meet the City 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. City Council will be providing initial feedback to the applicants.
- 2) Does the City Council have any comments on any requested deviations? The screening process will highlight any requested deviations from the urban plans to the City Council's attention.

The screening process allows the applicant to consider the City Council's initial comments and to refine the development concept based on their feedback. As noted earlier a project summary sheet is attached for reference.

## **CONCLUSION**

City 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 simply allows the applicant to consider Council's initial comments and to refine the development concept based on their feedback.

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MEL LEE, AICP  
Senior Planner

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GARY ARMSTRONG, AICP  
Economic and Development Services  
Director/Deputy CEO

Attachments: [1. Urban Plan Screening Summary Sheet](#)  
[2. Applicant Project Description](#)  
[3. Location Map](#)  
[4. Zoning Map](#)  
[5. 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)  
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