



CITY COUNCIL AGENDA REPORT

MEETING DATE: April 15, 2014

ITEM NUMBER:

SUBJECT: URBAN MASTER PLAN SCREENING REQUEST (UMP-14-01) FOR A 16-UNIT LIVE/WORK DEVELOPMENT LOCATED AT 2026 PLACENTIA AVENUE

DATE: APRIL 3, 2014

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: MINOO ASHABI, PRINCIPAL PLANNER

FOR FURTHER INFORMATION CONTACT:

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RECOMMENDATION

Provide feedback on whether or not to accept for processing a proposed Urban Master Plan for a proposed 16-unit live/work project within the Mesa West Bluffs Urban Plan.

BACKGROUND

The property is located within the Mesa West Bluffs Urban Plan (2026 Placentia Avenue). On April 4, 2006, City Council adopted the Urban Plan to allow incentives for the development of ownership housing and mixed-use development projects. The intent of the urban plan is to provide development/economic incentives for private property owners to reinvest and redevelop their properties.

Urban Plan Summary Sheet

Please see the summary sheet for more information (Attachment 1).

The proposed 0.78-acre site contains one parcel on the east side of Placentia Avenue abutting a public alley (Palace Ave.) on the west, and light industrial uses to the north and south. The site was occupied by Wonder Bread manufacturing and distribution for many years but is currently vacant. The site is zoned MG (General Industrial) and has a General Plan land use designation of Light Industrial. A one-story industrial building with a total of 8,295 square feet is existing on the site.

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.

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 should expect the Planning Commission to have other comments/concerns on a proposed development concept that may not have been 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.

MINOO ASHABI, AIA
Principal Planner

GARY ARMSTRONG, AICP
Economic and Development Services
Director

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