

Land Use Element

Goals, Objectives, and Policies

Maintaining and enhancing the great quality of life in Costa Mesa is the foundation of this General Plan. The City will look towards focusing future change within targeted growth areas. Some of these areas already have a mix of commercial, office, hotel, and residential uses, and are located along roadways that will be enhanced with “Complete Streets” features (see Circulation Element), improved landscaping, and expanded public spaces (such as parks and plazas). In turn, the City will also protect and enhance neighborhoods throughout Costa Mesa to ensure these largely residential areas continue to provide value to residents and the community as whole.

Foremost, attention will be given to protecting the character and quality of residential neighborhoods, including those features that distinguish an area, such as building scale, historical structures, well-maintained rental housing, mature vegetation, and attractive streetscapes.

The goals, objectives, and policies that address land use are as follows.

Goal LU-1: A Balanced Community with a Mix of Land Uses to Meet Resident and Business Needs

Objective LU-1A. Establish and maintain a balance of land uses throughout the community to preserve the residential character of the City at a level no greater than can be supported by the infrastructure.

Policy LU-1.1 Provide for the development of a mix and balance of housing opportunities, commercial goods and services, and employment opportunities in consideration of the needs of the business and residential segments of the community.

Policy LU-1.2 Balance economic gains from new development while preserving the character and densities of residential neighborhoods.

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- Policy LU-1.3** Strongly encourage the development of residential uses and owner-occupied housing (single-family detached residences, condominiums, townhouses) where feasible to improve the balance between rental and ownership housing opportunities.
- Policy LU-1.4** Promote housing and employment opportunities within planned development areas to the extent feasible.
- Policy LU-1.5** Maintain a land use structure that strives to balance jobs and housing with available infrastructure and public and human services.

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Goal LU-2: Preserve and Protect Residential Neighborhoods

Objective LU-2. Promote land use patterns and development that contribute to community and neighborhood identity.

Policy LU-2.1 In the event of damage or destruction, allow any legal conforming use in existence at the time of adoption of the General Plan that is located in a nonconforming development to be rebuilt to its original building intensity, as long as any such rebuilding would not increase the development's nonconformity, and the damage or destruction was in no way brought about by intentional acts of any owner of such use or property.

Policy LU-2.2 Pursue maximum use of utility company funds and resources in undergrounding existing overhead lines, and encourage undergrounding of utilities in the public right-of-way for residential development consisting of five units or more, to the extent feasible and practical.

Policy LU-2.3 Develop standards, policies, and other methods to encourage the grouping of individual parcels to eliminate obsolete subdivision patterns and to provide improved living environments while being consistent with the neighborhood character of the surrounding community.

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- Policy LU-2.4** Do not allow "rounding up" when calculating the number of permitted residential units, except for lots existing as of March 16, 1992, zoned R2-MD that have less than 7,260 square feet in area, and no less than 6,000 square feet, where density calculation fractions of 1.65 or greater may be rounded up to two units.
- Policy LU-2.5** Allow creation of parcels without street frontage if sufficient easements are provided for planned developments or common-interest developments consistent with the neighborhood character. This policy does not apply to small lot subdivisions.
- Policy LU-2.6** Encourage increased private market investment in declining or deteriorating neighborhoods.
- Policy LU-2.7** Permit the construction of buildings over two stories or 30 feet only when it can be shown that the construction of such structures will not adversely impact surrounding developments and deprive existing land uses of adequate light, air, privacy, and solar access.
- Policy LU-2.8** Limit building height to four stories above grade south of the I-405 Freeway, except for special purpose housing, such as elderly, affordable, or student housing, unless otherwise approved by a General Plan amendment. (A four-story/five-level parking structure with roof deck parking on the fifth level is considered a four-story structure.)
- Policy LU-2.9** Require appropriate building setbacks, structure orientation, and the placement of windows to consider the privacy of adjacent residential structures within the same project and on adjacent properties.
- Policy LU-2.10** Promote lot consolidation of residential properties to the extent feasible and practical, including the creation of larger single-family residential lots that exceed the minimum 6,000 square foot requirement in neighborhoods where the prevailing residential subdivision pattern features larger-sized residential lots.
- Policy LU-2.11** Ensure adequate noise attenuation in urban design, such as walls for sound attenuation, development of landscaped greenbelts, provision of landscape berms, etc.

Goal LU-3: Development that Maintains Neighborhood Integrity and Character

Objective LU-3. Establish policies, standards, and procedures to minimize blighting influences, and maintain the integrity of stable neighborhoods.

- Policy LU-3.1** Protect existing stabilized residential neighborhoods, including mobile home parks (and manufactured housing parks), from the encroachment of incompatible or potentially disruptive land uses and/or activities.
- Policy LU-3.2** Actively enforce existing regulations regarding derelict or abandoned vehicles, outdoor storage, and substandard or illegal buildings, and establish regulations to abate weed-filled yards when any of the above are deemed to constitute a health, safety, or fire hazard.
- Policy LU-3.3** Continue code enforcement as a high priority with regard to the regulation of property maintenance standards citywide and group homes and sober living homes in the single-family and multi-family residential areas.
- Policy LU-3.4** Ensure that residential densities can be supported by the infrastructure and are compatible with existing residential neighborhoods in the surrounding area.
- Policy LU-3.5** Provide opportunities for the development of well-planned and designed projects which, through vertical or horizontal integration, provide for the development of compatible residential, commercial, industrial, institutional, or public uses within a single project or neighborhood.
- Policy LU-3.6** Facilitate revitalization of aging commercial centers by working with property owners, developers, local businesses, and other community organizations to coordinate efforts.
- Policy LU-3.7** Promote development/design flexibility that encourages older or poorly maintained high-density residential uses to be rehabilitated.
- Policy LU-3.8** Ensure that new development reflects existing design standards, qualities, and features that are in context with

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- nearby development and surrounding residential neighborhoods.
- Policy LU-3.9 Locate high-intensity developments or high traffic generating uses away from low-density residential in order to buffer the more sensitive land uses from the potentially adverse impacts of the more intense development or uses.
- Policy LU-3.10 Minimize effects of new development on the privacy and character of surrounding neighborhoods.
- Policy LU-3.11 Promote small lot residential development on long, narrow, single parcels or combined residential lots.
- Policy LU-3.12 Ensure that new development reflects existing design standards, qualities, and features that are in context with nearby development.
- Policy LU-3.13 Prohibit construction of buildings which would present a hazard to air navigation, as determined by the Federal Aviation Administration (FAA).
- Policy LU-3.14 Certain development proposals which may include the construction or alteration of structures more than 200 feet above ground level may require filing with the Federal Aviation Administration (FAA) and Airport Land Use Commission (ALUC) pursuant to Federal and State Law. If a filing requirement is determined to be necessary in accordance with the procedures provided by State/Federal agencies, the filing of a Notice of Proposed Construction or Alteration (FAA Form 7460-1) shall be required prior to review and consideration of the proposed development." Land Use Element (page LU-18) refers to the threshold stated above. It shall be amended to refer to Filing FAA Form 7460-1 Notice of Construction and Alteration, and not to Form 7480-1.
- Policy LU-3.15 The City will ensure that development proposals including the construction or operation of a heliport or helistop comply fully with permit procedures under State law, including referral of the project to the ALUC by the applicant, and with all conditions of approval imposed or recommended by the Federal Aviation Administration, ALUC, and Caltrans, including the filing of Form 7480-1 (Notice of Landing

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Area Proposed) with the FAA. This requirement shall be in addition to all other City development requirements.

Policy LU-3.16 The City shall refer certain projects to the Airport Land Use Commission for Orange County as required by Section 21676 of the California Public Utilities Code to determine consistency of the project(s) with the AELUP for JWA.

Goal LU-4: New Development that Is Sensitive to Costa Mesa's Environmental Resources

Objective LU-4. Encourage new development and redevelopment that protects and improves the quality of Costa Mesa's natural environment and resources.

Policy LU-4.1 Ensure that appropriate watershed protection activities are applied to all new development and significant redevelopment projects that are subject to the NPDES Stormwater Permit during the planning, project review, and permitting processes.

Policy LU-4.2 Avoid conversion of areas particularly susceptible to erosion and sediment loss (e.g., steep slopes) and/or establish development guidelines that identifies these areas and protects them from erosion and sediment loss.

Policy LU-4.3 Preserve or restore areas that provide water quality benefits and/or are necessary to maintain riparian and aquatic biota.

Policy LU-4.4 Promote site development that limits impact on and protects the natural integrity of topography, drainage systems, and water bodies, and protect the integrity of the bluff crest.

Policy LU-4.5 Promote integration of stormwater quality protection into construction and post-construction activities, as required by the NPDES Stormwater Permit and the City's Local Implementation Plan.

Policy LU-4.6 Incorporate the principles of sustainability into land use planning, infrastructure, and development processes to reduce greenhouse gas emissions consistent with State goals.

Goal LU-5: Adequate Community Services, Transportation System, and Infrastructure to Meet Growth

Objective LU-5. Ensure availability of adequate community facilities and provision of the highest level of public services possible, taking into consideration budgetary constraints and effects on the surrounding area.

Policy LU-5.1 Pursue annexation of certain areas within the City's Sphere of Influence to provide land use regulation and city services within its jurisdiction.

Policy LU-5.2 Strongly encourage protection and preservation of existing, but underutilized, school sites for future recreational, social, or educational uses.

Policy LU-5.3 As appropriate and timely, consider the establishment of development impact fee program(s) to fund additional fire and police personnel, library facilities, and related equipment to meet the demands of additional growth in the City.

Policy LU-5.4 Require appropriate site and environmental analysis for future fire and police station site locations or for the relocation or closure of existing fire and police facilities.

Policy LU-5.5 Ensure that new development pays its fair share for parkland impacts and traffic impacts. This includes fees related to community services (police protection services and fire emergency response services) or library facilities, once adopted and applicable.

Policy LU-5.6 Promote development of revenue-generating land uses that help defray the costs of high quality public services.

Policy LU-5.7 Encourage new development that is organized around compact, walkable, mixed-use neighborhoods and

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districts to conserve open space resources, minimize infrastructure costs, and reduce reliance on the automobile.

- Policy LU-5.8 Include an evaluation of impacts on utility systems and infrastructure in EIRs for all major general plan amendment, rezone, and development applications.
- Policy LU-5.9 Phase or restrict future development in the City to that which can be accommodated by infrastructure at the time of completion of each phase of a multi-phased project.
- Policy LU-5.10 Building densities/intensities for proposed new development projects shall not exceed the trip budget for applicable land use classifications, as identified in the Land Use Element. Building intensities for proposed new development projects shall not exceed the applicable floor area standards, except for the following conditions:
- (a) Limited deviations from the graduated floor area ratio standards for the commercial and industrial land use designations may be approved through a discretionary review process. No deviation shall exceed a 0.05 increase in the FAR in the moderate traffic category, and no deviation shall be allowed in the very-low, low, and high traffic categories. Deviations from the FAR standards shall not cause the daily trip generation for the property to be exceeded when compared to the existing daily trip generation for the site without the proposed project or maximum allowable traffic generation for the Moderate Traffic FAR category, whichever is greater.
 - (b) Additions to existing nonconforming non-residential developments may be allowed if the additions do not affect the overall traffic generation characteristics of the development, and, if the additions do not substantially affect the existing height and bulk of the development. Additions to non-residential developments shall be limited to those land uses with traffic generation rates based on variables other than building area square footage. Examples of such additions include, but are not limited to: 1) Hotels/Motels: increases in the

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size of hotel rooms or lobbies where no increase in the total number of rooms is proposed; 2) Theaters: increases to “back-stage” support areas or lobbies where no increase in the total number of seats is proposed.

- (c) In the above conditions, the new development shall be compatible with surrounding land uses. Additional criteria for approving deviations from the FAR standards may be established by policy of the City Council.

- Policy LU-5.11 Development Plans shall be required for all phased development and approvals and shall be approved by the Planning and Transportation Services Divisions prior to the issuance of building permits.
- Policy LU-5.12 Development Plans shall include an overall buildout plan, which can demonstrate the ability of the circulation system to support the proposed level of development.
- Policy LU-5.13 The City shall continue its annual preparation of the Development Phasing and Performance Monitoring Program. The annual review will specifically address major intersection operations in any mixed-use overlay area.

Goal LU-6: Economically Viable and Productive Land Uses that Increase the City’s Tax Base

Objective LU-6: *Ensure the long term productivity and viability of the community’s economic base.*

Policy LU-6.1 Encourage a mixed of land uses that maintain and improve the City’s long-term fiscal health.

Policy LU-6.2 Continue to promote and support the vitality of commercial uses to meet the needs of local residents and that support regional-serving commercial centers.

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- Policy LU-6.3** Continue to prioritize commercial and industrial park use of properties north of I-405 and within the Airport Industrial District.
- Policy LU-6.4** Support the continued presence of incubator businesses in the action sports industry and jobs-producing businesses in the Westside.
- Policy LU-6.5** Encourage revitalization of existing, older commercial and industrial areas in the Westside with new mixed-use development consisting of ownership housing stock and live/work units.
- Policy LU-6.6** Continue to encourage and retain land uses that generate sustainable sales and property tax revenues, including regional commercial destinations and automobile dealerships.
- Policy LU-6.7** Encourage new and retain existing businesses that provide local shopping and services.
- Policy LU-6.8** Provide efficient and timely review of development proposals while maintaining quality customer service standards for the business, development, and residential community.
- Policy LU-6.9** Support the retention and growth of Class A office tenants, including corporate headquarters for the action sports industry, pharmaceuticals, and high technology companies within the City.
- Objective LU-6B:** *Encourage and facilitate activities that expand the City's revenue base.*
- Policy LU-6.10** Encourage a broad range of business uses that provide employment at all income levels and that make a positive contribution to the City's tax base.
- Policy LU-6.11** Provide opportunities for mixed-use, office, manufacturing, and retail development that respond to market and community needs in terms of size, location, and cost.
- Policy LU-6.12** Track retail trends and tailor regulations to respond to market changes, maximize revenue, and maintain the appropriate the business mix.

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- Policy LU-6.13** Encourage new development along major corridors that are pedestrian oriented and includes a mixture of retail/service, residential, and office uses.
- Policy LU-6.14** Improve ease and accessibility to information to capture opportunities for businesses to establish in Costa Mesa and bring high-skill and professional jobs and new revenue sources into the community.
- Policy LU-6.15** Promote unique and specialized commercial and industrial districts within the City which allow for incubation of new or growing businesses and industries.
- Policy LU-6.16** Examine options for the development of new infrastructure for new technologies and businesses that use those technologies.
- Objective LU-6C:** *Retain and expand the City's diverse employment base, including office, retail/service, restaurants, high-tech, action sports, boutique or prototype manufacturing, and industrial businesses.*
- Policy LU-6.17** Engage in activities that promote Costa Mesa as a good great place to live, work, and develop a business.
- Policy LU-6.18** Continue to work with surrounding cities to strengthen regional economic development.
- Policy LU-6.19** Provide flexibility and support for development of residential, office, small retail centers, and similar uses that would serve local residents and would also benefit from the high visibility along major corridors outside of significant commercial or industrial nodes.

Goal LU-7: A Sound Local Sustainable Economy that Attracts Investment, Creates Educational Opportunities, and Generates Employment Opportunities

- Policy LU-7.1** Endeavor to create mixture of employment opportunities for all economic levels of residents and businesses.
- Policy LU-7.2** Support linkages between local educational institutions and local industries and businesses. Foster training, collaboration with employers, and new innovative

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programs that increase job opportunities for residents and students attending school locally.

Policy LU-7.3 Foster and provide useful and efficient partnerships to implement economic opportunities with private, non-profit, or other public agencies.

Policy LU-7.4 Cultivate an entrepreneurial and academic environment that fosters innovation through non-traditional housing developments, flexible office spaces, experiential development, and ensuring the diversity of retail/service throughout the urban districts.

Policy LU-7.5 Support and provide flexibility for development projects and businesses which produce, care, and maintain material goods or fixed assets meant to support the production of market goods, especially for niche industries within the City of Costa Mesa.

Policy LU-7.6 Seek out opportunities to attract primary businesses within stable industries or industries that already exist within the City.

Policy LU-7.7 Explore economic and employment opportunities to retain and strengthen the unique industry niches along Bristol and Paularino, in the Westside, on 17th Street, and throughout North Costa Mesa.

Policy LU-7.8 Support the development of pedestrian plazas and gathering places, and institutional spaces as well as the more efficient use of existing spaces to support economic growth and branding of existing industries within the City.

Goal LU-8: Promote a range of multiple uses at the Fairview Developmental Center site

Policy LU-8.1 In anticipation of the potential closure or repurposing of the Fairview Development Center site, the City will work with appropriate State agencies or private entity (if the property is sold) to plan for a complementary mix of low-scale residential, institutional, public facilities, open spaces, and recreational uses within a campus setting.

Goal LU-9: Ensure that Fairgrounds uses are consistent with the General Plan designation

Policy LU-9.1 Discourage changes in the allowable uses specified in the Fairgrounds General Plan land use designation for the Orange County Fair & Event Center property. Ensure that amendments to this General Plan designation are approved by the electorate.

Goals, Objectives, and Policies

The following goals, objectives, and policies work in concert with those in the Land Use Element.

Goal C-1: Implement “Complete Streets” Policies on Roadways in Costa Mesa

Plan, develop, and implement a comprehensive transportation system that serves all users and modes of travel.

Objective C-1.A: *Create a transportation network that meets the mobility needs of all Costa Mesa residents, businesses, and visitors.*

Policy C-1.A.1: Update the City’s engineering standards for public and private streets to provide for safe, comfortable, and attractive access and travel for pedestrians, bicyclists, motorists, and transit users of all ages, abilities, and travel mode preferences.

Policy C-1.A.2: Allow for flexible use of public rights-of-way to accommodate all users of the street system while maintaining safety standards.

Policy C-1.A.3: Complete and annually maintain a needs assessment for traffic service levels and traffic safety. Develop and annually update a priority list of improvement projects, with priorities based on: 1) correcting identified hazards; 2) accommodating multimodal trips; 3) improving and/or maintaining peak-hour traffic volumes at critical intersections; 4) improving efficiency of existing infrastructure utilization; and 5) intergovernmental coordination.

Policy C-1.A.4: Pursue downgrade of arterials that no longer have the demand requiring their buildout to planned capacity.

Policy C-1.A.5: Implement road diets on street segments with excess capacity to enhance bicycle and pedestrian facilities.

Policy C-1.A.6: Encourage the conversion of excess on-street parking spaces for expanded sidewalk gathering places or landscaping.

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Policy C-1.A.7: Encourage community participation in City processes and programs focused on improving mobility and transportation facilities.

Objective C-1.B: *Preserve the character of our residential neighborhoods*

Policy C-1.B.1: Implement traffic calming measures that discourage speeding and cut-through traffic on residential streets.

Policy C-1.B.2: Encourage non-motorized transportation in residential areas by providing sidewalks and implementing bicycle friendly design of local streets.

Policy C-1.B.3: Reduce or eliminate intrusion of traffic related to non-residential development on local streets in residential neighborhoods.

Policy C-1.B.4: Prioritize intersection improvements which improve through traffic flow on Major, Primary, and Secondary Arterials, and reduce impacts on local neighborhood streets with emphasis on pedestrian safety.

Policy C-1.B.5: Promote engineering improvements such as physical measures constructed to lower speeds, improve safety, and otherwise reduce the impacts of motor vehicles.

Policy C-1.B.6: Design and Implement transportation projects to meet local and regional system capacity needs in accordance with the Master Plan of Streets and Highways.

Policy C-1.B.7: Implement neighborhood approved traffic-calming measures in residential neighborhoods and appropriate commercial areas, such as street narrowing, curb extensions, roundabouts, landscaped medians, and radar speed feedback signs.

Policy C-1.B.8: Establish priority-ranking system to evaluate traffic-calming requests for implementation throughout the City.

Policy C-1.B.9: Pursue programs that reduce vehicle speeds and cut-through traffic on local streets.

Goal C-2: Effectively Manage and Improve the Roadway System

Develop and maintain a robust and efficient vehicular circulation network.

- Objective C-2.A:** *Implement policies that encourage and accommodate all users while maintaining the efficiency of the circulation system.*
- Policy C-2.A.1:** Establish a citywide crosswalk policy to address installation, maintenance, removal, and enhancements of crosswalks at intersections and mid-block locations. Crosswalk locations and treatment will be based on criteria including, but not limited to safety, traffic volume, and concentration of pedestrian activity. Potential enhancements may include leading pedestrian intervals at signalized intersections, bulb-outs, and median refuges to reduce crossing distances.
- Policy C-2.A.2:** Avoid creation of frequent driveways for new development access in active pedestrian areas that create conflict points between pedestrians and vehicles.
- Policy C-2.A.3:** Encourage property owners to use shared driveway access and interconnected roads within blocks, where feasible. Require driveway access closures or consolidations, or both when a site is remodeled or redeveloped.
- Policy C-2.A.4:** Collaborate with law enforcement and public safety organizations to coordinate policies and programs that would reduce injuries and deaths on the roadways.
- Policy C-2.A.5:** Designate routes for truck traffic to minimize potential conflicts between trucks and cars, pedestrians, bicycles, transit, and vehicle access and circulation. Establish by ordinance a truck map that depicts allowable truck routes within the City.
- Policy C-2.A.6:** Periodically review and update traffic signal timing at all signalized intersections to maintain traffic signal coordination and to accommodate bicycle and pedestrian needs.

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- Policy C-2.A.7:** Develop new traffic level of services criteria in accordance with SB 743 to meet the California Environmental Quality Act (CEQA).
- Policy C-2.A.8:** Continue the use of the Intersection Capacity Utilization (ICU) methodology to address local traffic level of service and impacts, with Level of Service “D” as the threshold for meeting the City’s significance criteria.
- Objective C-2.B:* *Construct street improvements and apply congestion management tools to obtain efficient performance of the transportation system.*
- Policy C-2.B.1:** Incorporate the street system improvements identified in the General Plan Environmental Impact Report (EIR) into the Capital Improvement Program.
- Policy C-2.B.2:** Continue to deploy intelligent transportation systems (ITS) strategies—such as adaptive signal controls, fiber optic communication equipment, closed circuit television cameras, real-time transit information, and real-time parking availability information—to reduce traffic delays, lower greenhouse gas emissions, improve travel times, and enhance safety for drivers, pedestrians, and cyclists.
- Policy C-2.B.3:** Investigate all operational measures, including the use of one-way streets, to improve traffic circulation and to minimize congestion for all travel modes.
- Policy C-2.B.4:** Investigate and utilize state-of-the-art transportation system management technology and industry practices to address recurring and non-recurring traffic events (i.e., special events, incident/emergency management).
- Policy C-2.B.5:** Continue to evaluate and pursue design and operational improvements (medians, driveway closures, signal synchronization or phasing, parking or turn restrictions, etc.) to improve the efficiency of intersections.

Goal C-3: Enhance Regional Mobility and Coordination

Encourage development of a regional transportation network that addresses regional mobility needs for all modes of travel.

Objective C-3.A: *Promote development of transportation projects along regional corridors.*

Policy C-3.A.1: Maintain compliance with Orange County Congestion Management Plan (CMP) requirements, including consistency with CMP level of service standards, adoption of a seven-year capital improvement program, analysis of impacts of land use decisions on the CMP highway system, and adoption and implementation of deficiency plans when intersections do not meet adopted performance standards.

Policy C-3.A.2: Support the goals and objectives of the Orange County Long Range Transportation Plan, including expansion of transportation system choices, improvement of transportation system performance, and sustainability of transportation infrastructure.

Policy C-3.A.3: Support the goals and objectives of the SCAG Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), including expansion of transportation system choices, improvement of transportation system performance, and sustainability of transportation infrastructure.

Policy C-3.A.4: Coordinate signal timing on all major arterials with a local signal synchronization program consistent with the Orange County Traffic Signal Synchronization Master Plan (TSSMP).

Policy C-3.A.5: Ensure Costa Mesa’s input, participation, and discretionary review of applicable region-wide transportation system policies, programs, and construction.

Policy C-3.A.6: Develop short-term and long-term improvements to the SR-55 corridor in coordination with Caltrans and OCTA to address regional mobility needs.

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- Policy C-3.A.7:** Promote the City's preferred alternative of undergrounding the SR-55 freeway south of 19th Street within the City limits.
- Objective C-3.B:** *Coordinate and partner with local and regional agencies to promote projects and policies that improve regional mobility.*
- Policy C-3.B.1:** Coordinate with adjacent jurisdictions to maintain or improve mobility within the City to achieve a standard Level of Service no worse than "D" at all intersections under State or joint control. Intersection Level of Service analyses for General Plan conditions for locations under State or joint control will be updated periodically and presented to the City Council.
- Policy C-3.B.2:** Consult with Caltrans and OCTA regarding the I-405 widening project to minimize adverse impacts to Costa Mesa's neighborhoods, businesses, and streets.
- Policy C-3.B.3:** Coordinate with OCTA and other jurisdictions to remove Gisler Avenue Bridge over the Santa Ana River from the City's Master Plan of Streets and Highways and County's Master Plan of Arterial Highways.
- Policy C-3.B.4:** Collaborate with Caltrans and neighboring jurisdiction to improve signal timing and coordination along major arterials across jurisdictional boundaries.
- Policy C-3.B.5:** Work closely with the State of California and other government agencies to control traffic-related impacts of uses on State- or other agency-owned land (i.e., Orange County Fairgrounds, Orange Coast College, etc.).
- Policy C-3.B.6:** Coordinate with other responsible agencies the planning, funding, prioritization, and implementation of bicycle, pedestrian, and transit programs and supporting infrastructure.

Goal C-4: Promote Transportation Demand Management, Transit, and Efficiency

Utilize Transportation Demand Management strategies to manage demand and maximize available capacity.

- Objective C-4.A:** *Encourage greater utilization of Transportation Demand Management (TDM) strategies to reduce dependence on single-occupancy vehicles.*
- Policy C-4.A.1:** Support South Coast Air Quality Management District (SCAQMD) trip reduction programs, including park and ride lots, transit subsidies, carpool and vanpool programs, flexible working hours, bicycle facilities, and other traffic reduction strategies.
- Policy C-4.A.2:** Support local and multi-jurisdictional car-sharing and bike-sharing programs.
- Policy C-4.A.3:** Consider implementing park-once approaches for multiuse districts and regional destinations areas.
- Policy C-4.A.4:** Embrace innovative parking solutions that reduce the required spaced needed for parking, such as automated parking lifts and elevators.
- Policy C-4.A.5:** Encourage and provide incentives for commercial, office, and industrial development to provide preferred parking for carpools, vanpools, electric vehicles, and flex cars.
- Policy C-4.A.6:** Encourage and support programs that increase vehicle occupancy, including the provision of traveler information, shuttles, preferential parking for carpools/vanpools, transit pass subsidies, and other methods.
- Policy C-4.A.7:** Promote the combination of TDM measures as much more effective than any single measure.

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Policy C-4.A.8: Require discussion of transportation system management (TSM) and TDM measures in all EIRs prepared for major projects.

Policy C-4.A.9: Encourage the integration of compatible land uses and housing into major development projects to reduce vehicle use.

Policy C-4.A.10: Allow the application of transportation management rideshare programs, integration of complementary land uses, and other methods to reduce project related average daily and peak hour vehicle trips to achieve consistency with allocated trip budgets.

Objective C-4.B: Promote regional and local transit services as an alternative to automobile travel.

Policy C-4.B.1: Ensure that roadways designated as transit routes can accommodate transit vehicle circulation and convenient pedestrian access to and from transit stops.

Policy C-4.B.2: Review all capital improvement projects to ensure improvements located on existing and planned transit routes include modification of street, curb, and sidewalk configurations to allow for easier and more efficient transit operations and improved passenger access.

Policy C-4.B.3: Provide transit stop amenities that facilitate access to and from transit stops and transfer locations. These may include pedestrian pathways approaching stops, high-quality benches and shelters, traveler information systems (real-time transit arrival information), and bike storage and bicycle connections. Bus stops should accommodate timed transfers between buses and other transit services where necessary.

Policy C-4.B.4: Encourage new development along major transit corridors to provide efficient and safe access to transit stops and public sidewalks.

- Policy C-4.B.5:** Support and participate with OCTA ACCESS Service in providing transportation assistance to senior citizens and the handicapped.
- Policy C-4.B.6:** Consult with OCTA for transit services, such as changes to bus routes, bus stops, and hours of operation. Additionally, coordinate with OCTA for changes to transit services provided for seniors, the disabled, and transit dependent populations.
- Policy C-4.B.7:** Consult with the Newport-Mesa Unified School District to maintain school bus services provided for local schoolchildren.
- Policy C-4.B.8:** Coordinate with OCTA to improve transit services in the City, including strategies such as bus rapid transit, express services, community circulators, and other strategies.
- Policy C-4.B.9:** Encourage new local transit programs in coordination with OCTA, consisting of shuttle services to local and regional destinations.
- Policy C-4.B.10:** Coordinate with OCTA to construct bus turnouts at appropriate locations, with attractive shelters designed for safe and comfortable use.
- Policy C-4.B.11:** Require discussion of transit service needs and site design amenities for transit ridership in EIR for major projects.

Goal C-5: Ensure Coordination between the Land Use and Circulation Systems

Facilitate close coordination between development of land use and circulation system.

Objective C-5.A: *Coordinate land use policies and development activities that support a sustainable transportation system.*

Policy C-5.A.1: Ensure that new development projects are consistent with the vehicular trip budgets, where adopted.

- LU-1E.2 Development Plans shall be required for all phased development and approvals and shall be approved by the Planning and Transportation Services Divisions prior to the issuance of building permits.
- LU-1E.3 Development Plans shall include an overall buildout plan, which can demonstrate the ability of the circulation system to support the proposed level of development.
- LU-1E.4 The City shall continue its annual preparation of the Development Phasing and Performance Monitoring Program. The annual review will specifically address major intersection operations in any mixed-use overlay area.

Objective LU-1F. Establish policies, standards, and procedures to minimize blighting influences and maintain the integrity of stable neighborhoods.

- LU-1F.1 Protect existing stabilized residential neighborhoods, including mobile home parks (and manufactured housing parks) from the encroachment of incompatible or potentially disruptive land uses and/or activities.
- LU-1F.2 Actively enforce existing regulations regarding derelict or abandoned vehicles, outdoor storage, and substandard or illegal buildings and establish regulations to abate weed-filled yards when any of the above are deemed to constitute a health, safety, or fire hazard.
- LU-1F.3 Continue code enforcement as a high priority and provide adequate funding and staffing to support code enforcement programs.
- LU-1F.4 Ensure that residential densities can be supported by the infrastructure and that high-density residential areas are not permitted in areas, which cause incompatibility with existing single-family areas.
- LU-1F.5 Provide opportunities for the development of well planned and designed projects which, through vertical or horizontal integration, provide for the development of compatible residential, commercial, industrial, institutional, or public uses within a single project or neighborhood.

**GOAL LU-2:
DEVELOPMENT**

It is the goal of the City of Costa Mesa to establish development policies that will create and maintain an aesthetically pleasing and functional environment and minimize impacts on existing physical and social resources.

Objective LU-2A. Encourage new development and redevelopment to improve and maintain the quality of the environment.

- LU-2A.1** Use eminent domain in redevelopment project areas when necessary to effect lot combination and to ensure optimum size

and configuration of parcels experiencing development pressures.

LU-2A.2 Continue to implement, review, and update the redevelopment plan for the adopted project area.

LU-2A.3 Prepare a specific plan to ensure that the portion of the Route 55 extension from 19th Street through the Redevelopment Area is compatible with the Redevelopment Area and to review development related issues on the remainder of the alignment.

LU-2A.4 In the event of damage or destruction, allow any legal conforming use in existence at the time of adoption of the General Plan that is located in a nonconforming development to be rebuilt to its original building intensity, as long as any such rebuilding would not increase the development's nonconformity, and the damage or destruction was in no way brought about by intentional acts of any owner of such use or property.

LU-2A.5 Develop standards, policies, and other methods to encourage the grouping of individual parcels to eliminate obsolete subdivision patterns and to provide improved living environments while retaining the single-family zoning or single-family character of such areas in the City.

LU-2A.6 Do not allow "rounding up" when calculating the number of permitted residential units except for lots existing as of March 16, 1992, zoned R2-MD that have less than 7,260 square feet in area, and no less than 6,000 square feet, where density calculation fractions of 1.65 or greater may be rounded up to two units.

LU-2A.7 Allow creation of parcels without street frontage if sufficient easements are provided for planned developments or common-interest developments.

LU-2A.8 Encourage increased private market investment in declining or deteriorating neighborhoods.

LU-2A.9 Pursue maximum use of utility company funds and resources in undergrounding existing overhead lines.

LU-2A.10 Ensure that appropriate watershed protection activities are applied to all new development and significant redevelopment projects that are subject to the NPDES Stormwater Permit, during the planning, project review, and permitting processes.

LU-2A.11 Avoid conversion of areas particularly susceptible to erosion and sediment loss (e.g., steep slopes) and/or establish development guidelines that identifies these areas and protects them from erosion and sediment loss.

LU-2A.12 Preserve or restore areas that provide water quality benefits and/or are necessary to maintain riparian and aquatic biota.

Objective CON-1D. Work towards the orderly, balanced utilization and conservation of the City's coastal resources.

- CON-1D.1 Coordinate City planning efforts with the County of Orange, the City of Newport Beach, and other agencies to develop uniform and consistent policies regarding the future use and development of the River Park Project.
- CON-1D.2 Preserve and enhance existing wetlands areas.
- CON-1D.3 Review existing public works facility planning efforts to ensure that adequate water, sewer, and circulation systems are available to serve uses in the Coastal Zone and to limit planned capacities to conform to the demands created by development which is consistent with the Coastal Act.
- CON-1D.4 Require the provision of adequate visitor serving on-site parking facilities that do not impact sensitive resources within the Coastal Zone.
- CON-1D.5 Coordinate the development of plans, policies, and design standards for projects within the Coastal Zone with appropriate local, regional, state, and federal agencies.

Objective CON-1E. Pursue the prevention of the significant deterioration of local and regional air and water quality.

- CON-1E.1 Cooperate with and support regional, State, and Federal agencies to improve air quality throughout the South Coast Air Basin.
- CON-1E.2 Require, as a part of the environmental review procedure, an analysis of major development or redevelopment project impacts on local and regional air and water quality.
- CON-1E.3 Develop and implement a Reasonable Available Control Measure Plan (including employee ridesharing, traffic signal synchronization, bicycle/pedestrian facilities, energy conservation, street lighting, modified work schedules, preferential carpool parking, or other equivalent control measures) in conformance with the Air Quality Management Plan for the South Coast Air Basin.

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- CON-1E.4 Develop and implement comprehensive watershed management plans for drainage basins in Costa Mesa. Closely coordinate with the County, surrounding cities, and the various special districts whose decisions and activities affect City and County watersheds and other natural resources.
- CON-1E.5 Implement urban runoff pollution control measures and programs to attempt to reduce and control the discharge of pollutants into storm drains to the maximum extent practicable.
- CON-1E.6 Reduce the quantity of runoff and discharge of pollutants to the maximum extent practicable by integrating surface runoff controls into new development and redevelopment land use decisions.

COORDINATION WITH ADJACENT JURISDICTIONS

Apart from coordination with subregional or inter-jurisdictional forums (such as the City-County Coordinating Committee), the City separately works with other cities and agencies in the immediate area to develop mutual agreements for review and possible conditioning of development projects.

4.6 GOALS, OBJECTIVES AND POLICIES

The following goals and policies are designed to meet all the Growth Management Element requirements for Developed Communities as set forth by Measure M and elaborated by the Countywide Growth Management Program Implementation Manual.

GOAL GM-1: GROWTH MANAGEMENT

It is the goal of the City of Costa Mesa to reduce traffic congestion and to ensure that adequate transportation facilities are provided for existing and future residents of the community through effective and comprehensive growth management practices consistent with the Land Use Element.

Policies moved to Land Use (1A.1 1A.2) and Circulation Elements (1A.3 to 1A.6)

Objective GM-1A. To provide and maintain a circulation system that operates within established traffic level of service standards.

- GM-1A.1 Recognizing the constraints of existing physical development conditions, the City shall strive to achieve a balance of land uses whereby residential, commercial, industrial and public land uses are proportionally balanced.
- GM-1A.2 Maintain balance between land use and circulation systems by phasing new development to levels that can be accommodated by roadways existing or planned to exist at the time of completion of each phase of the project.
- GM-1A.3 The established level of service standard shall not apply to intersections under the jurisdiction of another city, the County of Orange or the State of California or to intersections included on the Deficient Intersection List as established by Congestion Management Program (CMP) and/or the City.
- GM-1A.4 Every new development project shall pay its share of costs associated with the mitigation of project generated impacts.
- GM-1A.5 New Measure M sales tax revenues shall not be used to replace private developer funding which has been committed for any project.
- GM-1A.6 The City's seven year capital improvement program shall be adopted and maintained in conformance with the provisions of Measure M for the purpose of maintaining the established level of service standard.

Development Phasing and Performance Monitoring Program. Refer to Goal LU-1, Land Use Objective LU-1E.4 found in the Land Use Element.

CIR-1A.22 Encourage Orange County Transportation Authority to downgrade Baker Street between Redhill Avenue and Bristol Street, and Redhill Avenue between I-405 and Bristol Street to Primary Arterial from current Major Arterial designation.

**GOAL CIR-2:
TRANSPORTATION SYSTEM MANAGEMENT**

It is the goal of the City of Costa Mesa to provide for standard service levels at signalized intersections by constructing capacity improvements for all various modes of circulation, adopting land use intensities commensurate with planned circulation improvements and implementing traffic demand reduction programs, thereby creating a more energy efficient transportation system.

Objective CIR-2A. To coordinate efforts with other regional agencies and pursue operational improvements towards enhancing the capacity of the system of freeways and arterial highways in the City.

- CIR-2A.1 Coordinate with Caltrans for future consideration of the extension of Route 55 (the Costa Mesa Freeway) from 19th Street to the southern City boundary.
- CIR-2A.2 Coordinate with the Orange County Transportation Authority and with adjacent jurisdictions to improve signal timing and coordination along major arterials.
- CIR-2A.3 Continue to work with Caltrans to synchronize and coordinate traffic signals on arterials at intersections controlled by Caltrans.
- CIR-2A.4 Continue to evaluate and pursue design and operational improvements (medians, driveway closures, signal synchronization or phasing, parking or turn restrictions, etc.) to improve the efficiency of intersections.

Objective CIR-2B. To promote the use of high occupancy vehicular modes of transportation in and through the City.

- CIR-2B.1 Coordinate with OCTA to construct bus turnouts at appropriate locations with attractive shelters designed for safe and comfortable use.

Objective CIR-2C. To invest capital via a rationally phased allocation process for implementing transportation projects and programs.

- CIR-2C.1 Support efforts to design and construct an urban rail project as it extends through Costa Mesa.
- CIR-2C.2 Complete and annually maintain a needs assessment for traffic service levels and traffic safety. Develop and annually update a priority list of improvement projects, with priorities based on 1) correcting identified hazards; 2) improving/maintaining peak hour traffic volumes; 3) improving efficiency of existing infrastructure utilization; and 4) intergovernmental coordination.

- CD-10A.2 The design of industrial buildings should consider the visual and physical relationship to adjacent uses. An industrial structure which dominates its surrounding environment by its relative size shall generally be discouraged.
- CD-10A.3 Materials and colors should be used to produce diversity and visual interest in industrial buildings. The use of various siding materials (i.e. masonry, concrete texturing, cement or plaster) can produce effects of texture and relief that provide architectural interest.
- CD-10A.4 Consistent with the Zoning Code, landscaping should be used to define areas such as entrances to industrial buildings and parking lots, define the edges of developments, provide transition between neighboring properties, and provide screening for outdoor storage, loading and equipment areas. Landscaping should be in scale with adjacent buildings and be of an appropriate size at maturity to accomplish its intended purpose.
- CD-10A.5 The design of lighting fixtures and their structural support should be of a scale and architectural design compatible with on-site industrial buildings. Large areas should be illuminated to minimize the visual impact and amount of spillover light onto surrounding projects.

Objective CD-10B. Control the development of industrial projects to ensure they are a positive addition to the City's community setting, and that they do not result in adverse impacts with adjacent uses.

- CD-10.B1 Require industrial projects to incorporate landscape setbacks, screening walls and/or other elements that mitigate negative impacts with adjacent uses.
- CD-10.B2 Protect transitional areas between industrial and other uses. Storage yards, parking areas, and service areas should be screened from public view.

**GOAL CD-11:
HISTORIC PRESERVATION**

Promote preservation of the City's historically and architecturally significant buildings and revitalization of traditional neighborhoods and commercial areas.

Objective CD-11. Integrate historic preservation design practices into planning for areas with historic significance.

- CD-11.1 Enforce existing policies that protect historic and cultural resources to deter the demolition of historically, architecturally and culturally significant structures.
- CD-11.2 Encourage the restoration and adaptive re-use of older commercial structures which contribute to the sense of historic and cultural identity of Costa Mesa. Support financial incentives, tax relief programs, and flexibility in zoning regulations to promote historic preservation and adaptive re-use of older commercial buildings.

CD-11.3 As a condition of project approval, ensure that new development respects Costa Mesa's heritage by requiring compatibility with historic traditions and character, where applicable, of the local context.

**GOAL CD-12:
PUBLIC ART**

Promote understanding and awareness of the visual arts by providing art in the public environment.

Objective CD-12. Generate appreciation for public art and promote involvement in the community through public art programs.



CD-12.1 Develop a diverse public arts program that involves the entire community and benefits the image of Costa Mesa. Adopt guidelines to encourage the placement of public art within and adjacent to public rights-of-way.

**GOAL CD-13:
SIGNS**

Ensure that signs contribute positively to Costa Mesa's image and overall economic development.

Objective CD-13. Facilitate the installation of signs that contribute to a positive image of the public realm, consistent with the Costa Mesa Zoning Code.

CD-13.1 Encourage homeowners' associations and neighborhoods to maintain existing housing tract entrance signs in an attractive manner and encourage the placement of such signs at the entrance of major developments which do not have such identification.

CD-13.2 Encourage the use of common design elements in signs for commercial and industrial centers through the development of planned sign programs to improve center identity by publicizing the benefits of such programs to developers and local business operators.

CD-13.3 Consider developing citywide sign design guidelines that promote creativity and flexibility while upholding design quality. Design guidelines could include the design and placement of business signs, public street graphics, street signs, locational and directional signs, traffic signs, etc.

