STEELWAVE

June 1, 2016

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

Subject: **General Plan Amendment Screening Request**
STEELWAVE- Former Emulex Site
3333 Susan Street, Costa Mesa

Honorable Mayor and Council Members:

Steelwave, LLC, and its partners, purchased the former Emulex Corporate headquarters property in October 2015. Currently developed with three two story office buildings, and a fourth approved but not yet built. Emulex Corporation sold its property upon being acquired by another business and has vacated two of three buildings. As such, Steelwave proposes to remodel this campus of three office buildings and attract new jobs and businesses.

As the new property owner, Steelwave is excited about this opportunity to enhance the property by replacing the fourth "future office building" with a hotel and dining/retail building on the remaining 3.2 acres fronting South Coast Drive. As currently approved, we can immediately proceed and build a fourth office building, however, we believe the surrounding area will have an abundance of office space but lack commercial services for employees and business visitors. This proposal will address that need.

Attached is our "concept" plan depicting a four story hotel consisting of approximately 128-130 rooms, with a dining/retail building serving our office campus and neighboring properties. In particular, we wish to provide a full service dining restaurant, café, quick serve restaurant for outdoor dining, and specialty retail in freestanding theme structures. Our vision is similar to the "SOCO" center dining experience or that of "The Camp". The total office, hotel, and commercial floor area is slightly greater than that allowed in the current General Plan, which necessitates the need for a General Plan Amendment from .40 FAR to .45 FAR on the overall site. Additionally, implementing amendments would be needed to the applicable specific plan, zoning, and development agreement, as follows:

2050 Main Street, Suite 830, Irvine CA 92614 | PH 949-863-0390 | WEB SteelWaveLLC.com

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REQUESTS

- **General Plan Amendment** – to increase the "floor-to-area" ratio on 14.25 acres (620,730 s.f.) of property from 0.40 FAR to 0.45 FAR, moderate traffic generation, thereby allowing limited commercial services such as a hotel/restaurants/retail uses on the remaining 3.2 acre vacant parcel that is currently approved for construction of a fourth office building.
- **Amend North Costa Mesa Specific Plan-** revisions to "trip budget, building height, and building square footage" assigned to this property.
- **Zone change from PDI- Planned Development Industrial to PDC- Planned Development Commercial** - 14.25 acres site- Allows new proposed uses and general office uses.
- **Amend Home Ranch DA # 00-01/ Ord. 01-29-** only the "Industrial Portion" 14.25 acres (former Emulex site) in the development agreement.

Development Project as a subsequent application:

- **Master Development Plan-** future design submittal for the hotel and dining/retail uses on the 3.25 acres vacant site.

PUBLIC BENEFITS

Replacement of future office space with a hotel, restaurants, and specialty retail would generate new "transient occupancy tax" and "sales tax" along with providing local services to employers and employees in the immediate area. The ability to walk to lunch from office buildings, or stay in a hotel adjacent to businesses north of the freeway, would be a great benefit to the area. Overall, we view this proposal, versus our current approved plan, as a "win" for the community, businesses, and employees in the area.

STEELWAVE

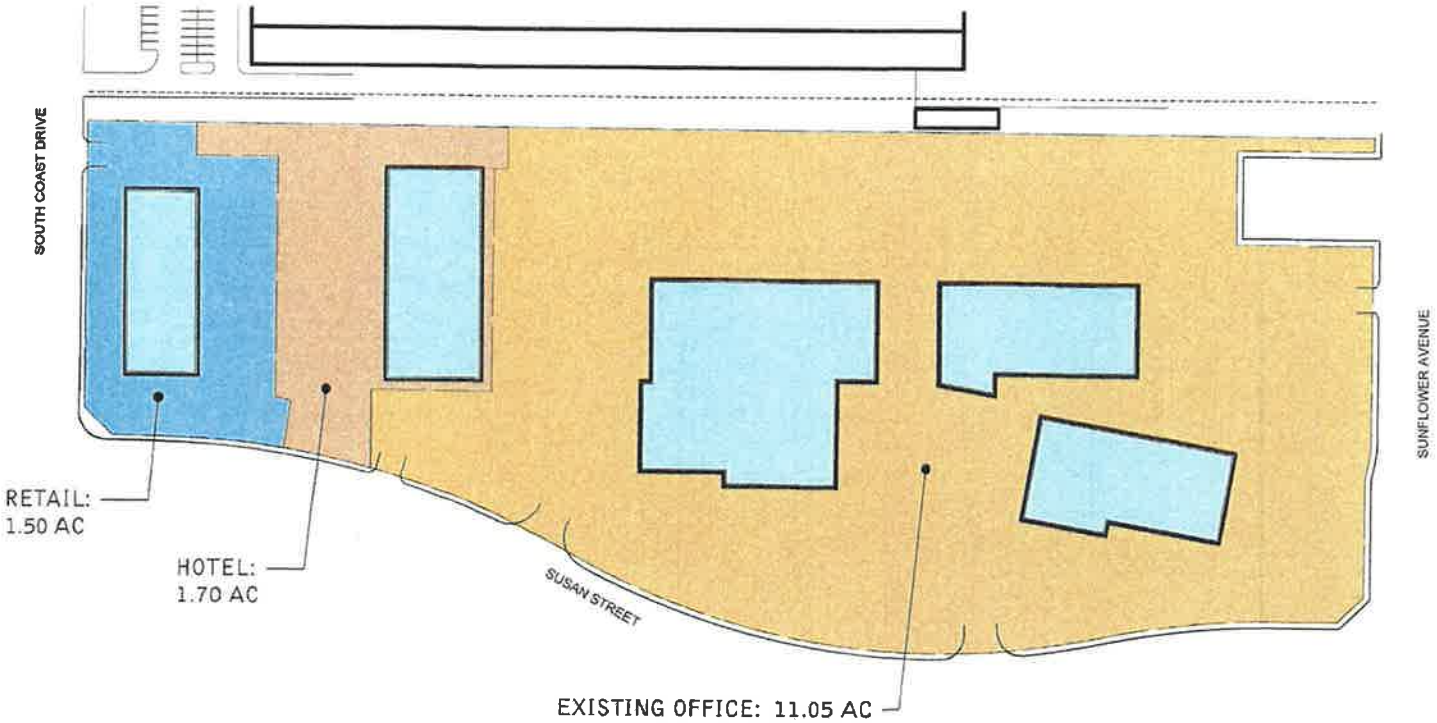
While we recognize you are in the process of adopting a comprehensive General Plan update, our request is an insignificant amendment to create a better plan that represents good planning for the area. Therefore, we respectfully request your support to authorize staff to process our General Plan Amendment application.

Sincerely,

Seth Hiromura
Managing Director
Acquisitions and Development

Attachments:
Concept site plan
Traffic Study

2050 Main Street, Suite 630, Irvine CA 92614 | PH 949-863-0390 | WEB SteelWaveLLC.com



PROJECT DATA:

TOTAL SITE AREA: 14.25 AC (620,730 SF)

- Existing Office: 11.05 AC
- 4-story Hotel: 2.20 AC
- Retail: 1.0 AC

TOTAL BUILDING AREA: 285,000 GFA

- Existing Office: 180,000 SF
- 4-story Hotel:
  - 128 Keys 82,500 SF
- Retail: 15,300 SF
  - Restaurant and Kitchen: 5,220 SF
  - Coffee Shop: 2,500 SF
  - Take Out Restaurant: 5,580 SF (Includes 3 Small Containers)
  - Retail Products (Containers): 2,000 SF

TOTAL F.A.R.: 0.45 F.A.R.

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SCHEME 8I

Conceptual Master Plan

COSTA MESA DESIGN COLLECTIVE
Costa Mesa, California

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SHEET 1

-77-

Harbor Blvd
S Coast Dr
Ikea Way
Susan St
Sunflower Ave
S Susan St
Via Luca
Via Mel
Via Parma
Cte Cassis

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Costa Mesa Design District Design Package

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COSTA MESA, CALIFORNIA

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CONCEPTUAL DESIGN
02.12.2016

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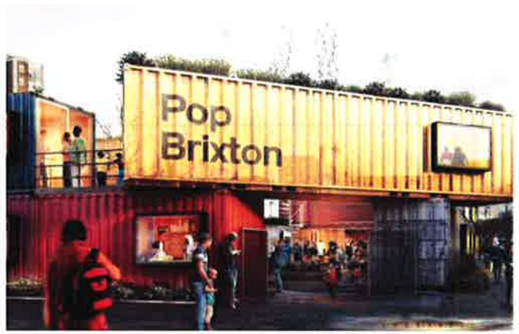
architecture | planning | interiors
graphics | civil engineering



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EXTERIOR DESIGN

Inspirational Images

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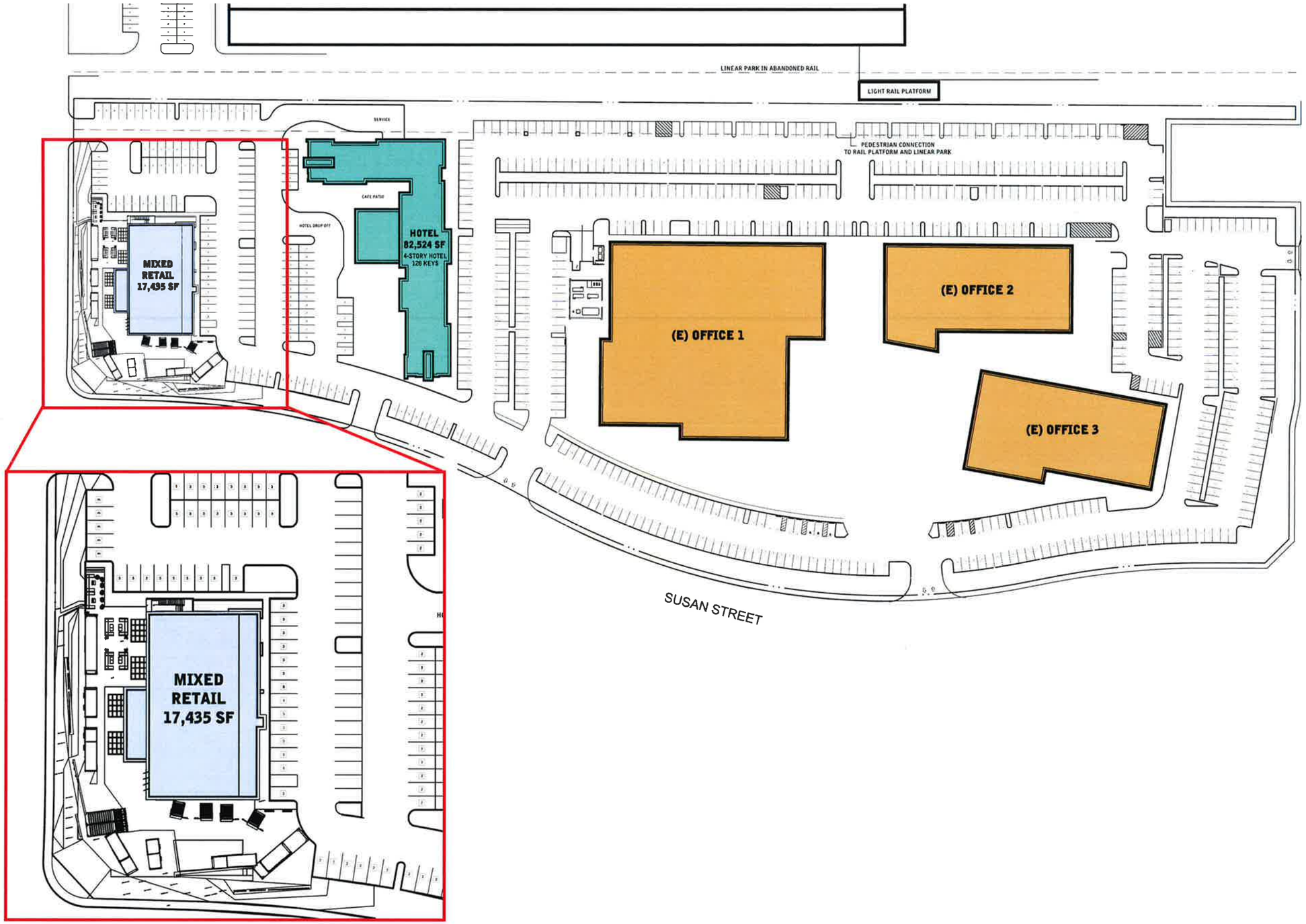

PROJECT DATA:

SITE AREA: 14.25 AC
(620,730 SF)

TOTAL BUILDING AREA: 281,879 GFA
Existing Office: 180,0000 SF
4-story Hotel: 82,524 SF
Retail: 19,355 SF

F.A.R. 0.45

PARKING REQUIRED: 884 STALLS
Existing Office: 180,0000 SF @3.5/1000 = 630 Stalls
4-Story Hotel: 128 Keys @ 1/Key = 128 Stalls
Retail:
Office: 8,254 SF @ 4/1000 = 33 Stalls
Coffee Shop: 3,499 SF @ 10/1000 = 35 Stalls
Kitchen: 2,141 SF @ 5/1000 = 11 Stalls
Restaurant: 3,861 @ 10/1000 = 39 Stalls**
Mini - Retail: 1,600 SF @ 5/1000 = 8 Stalls**

**Assumed square footage is nighttime use.

TOTAL PARKING PROVIDED: 777 STALLS
Existing Office: 630 Stalls @ 3.5/1000
Hotel : 128 Stalls
(Assume 71 shared Hotel Stalls)
Retail: 126 Stalls (47 Are assumed nighttime use)

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scheme: 8E

Revised Overall Site Plan w/ Hotel

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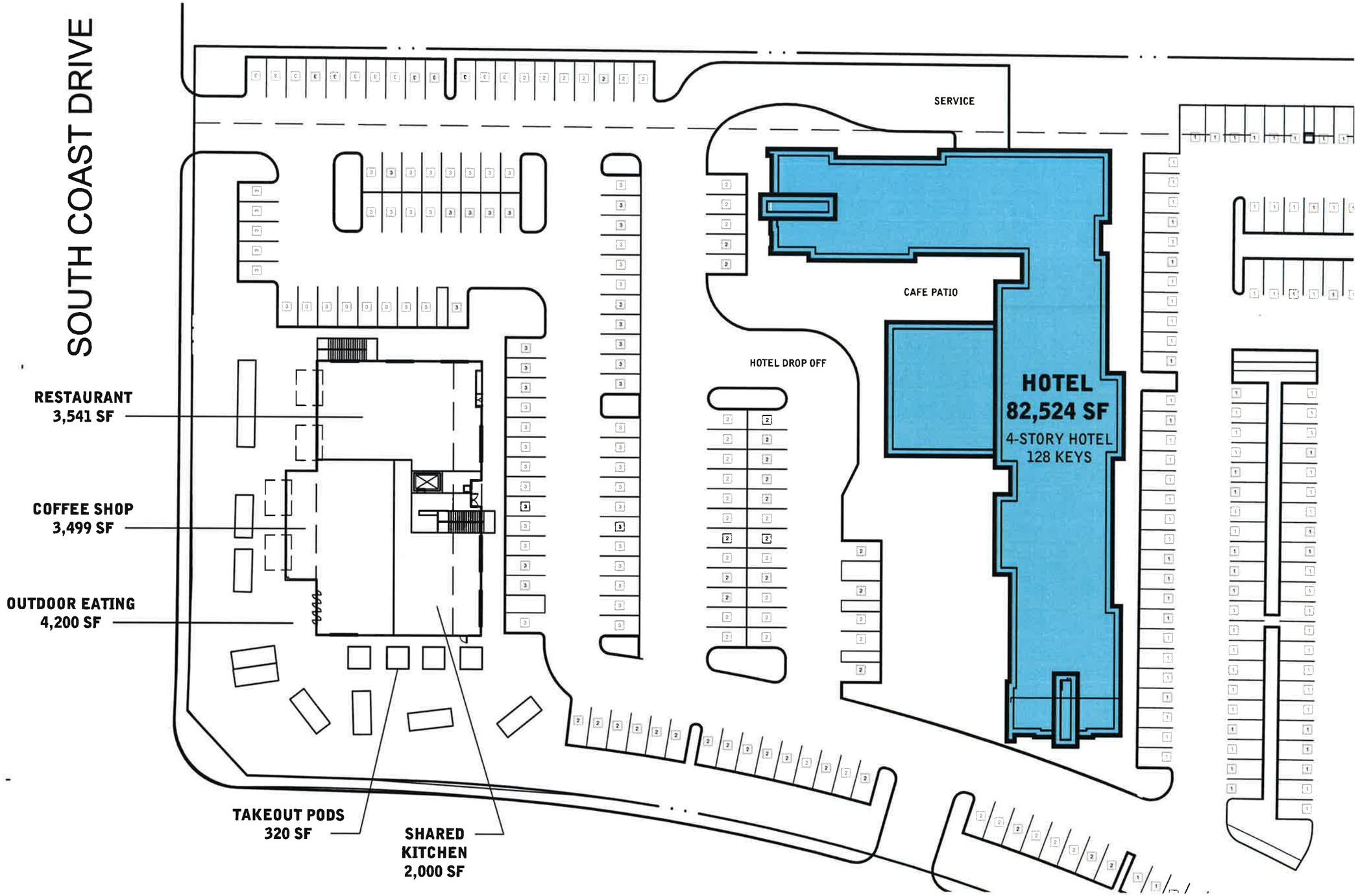

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EXTERIOR DESIGN

Enlarged Floor Plan w/ Hotel

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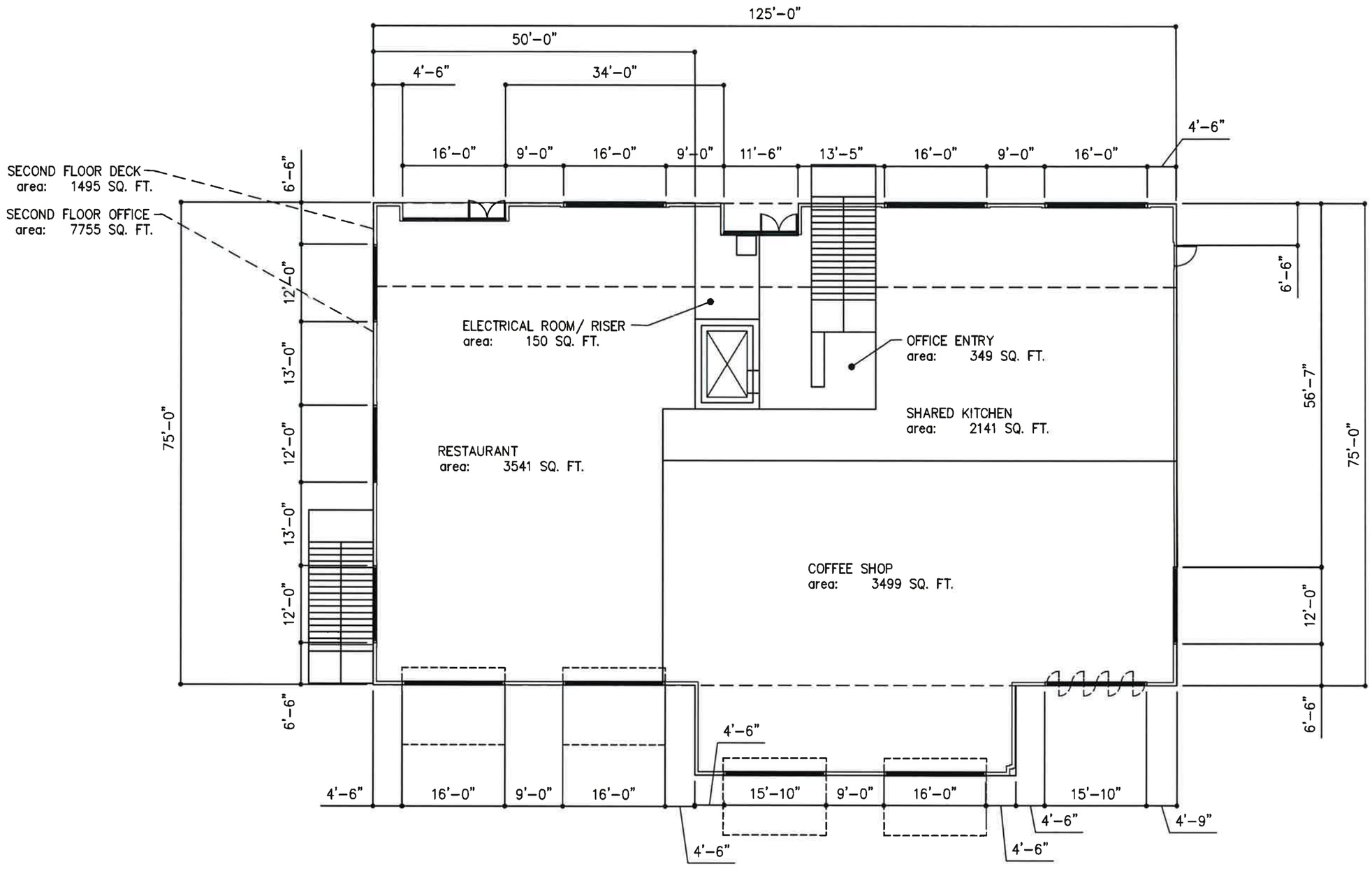

LEVEL 1 - FLOOR PLAN (A)
SCALE: 1/16"=1'-0"

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Level 1 Floor Plan

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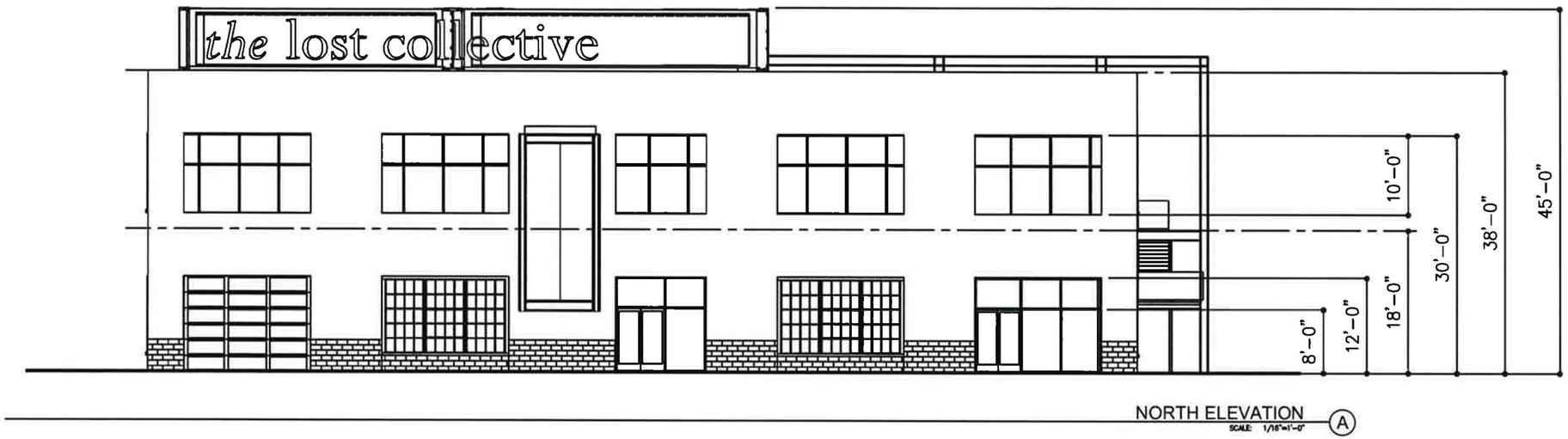

NORTH ELEVATION (A)
SCALE: 1/16"=1'-0"

SOUTH ELEVATION (B)
SCALE: 1/16"=1'-0"

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EXTERIOR DESIGN

North and South Elevations

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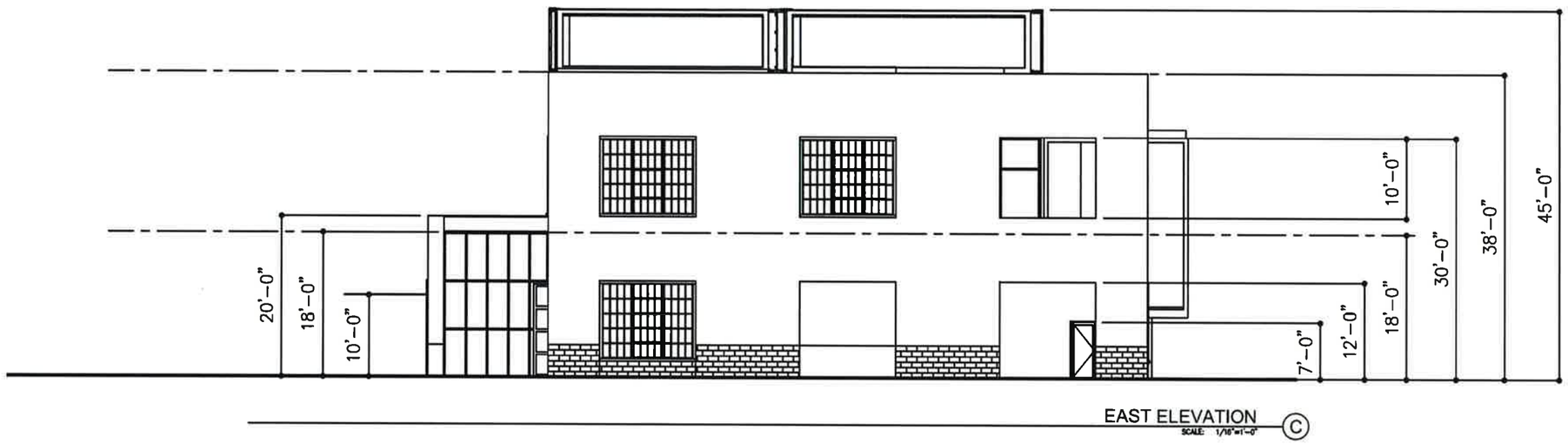
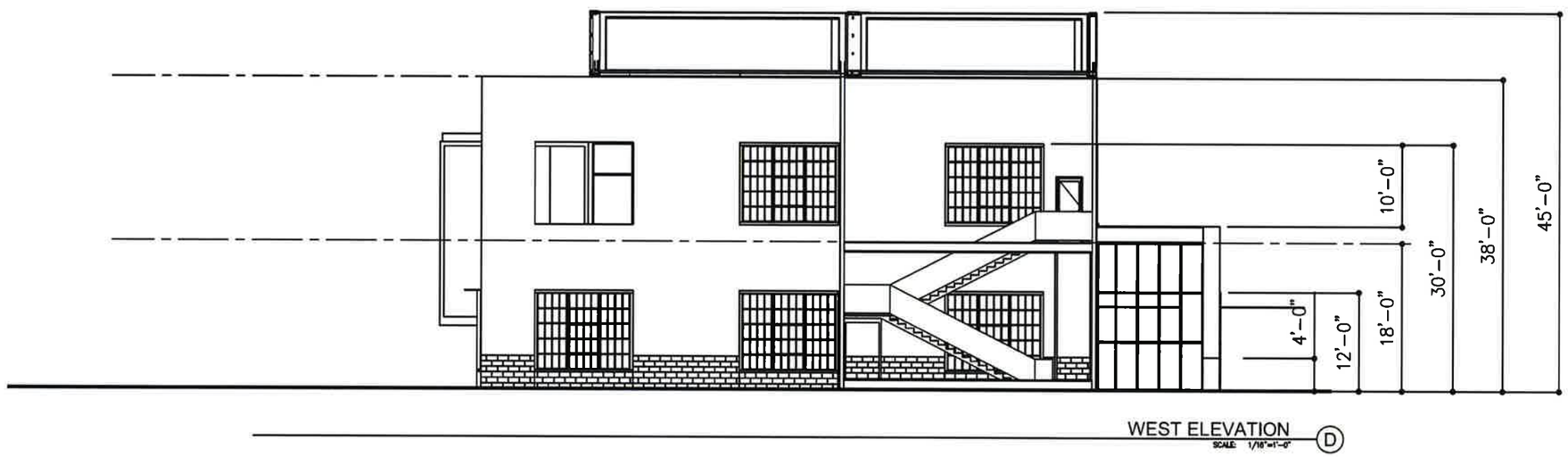


EAST ELEVATION Ⓒ
SCALE: 1/16"=1'-0"



WEST ELEVATION Ⓓ
SCALE: 1/16"=1'-0"

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East and West Elevations

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Southeast View of Shipping Container Mall Entry

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Rendered Perspective View

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Northeast View of Shipping Container Mall

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Rendered Perspective View

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Southeast View of Shipping Container Mall

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Rendered Perspective View

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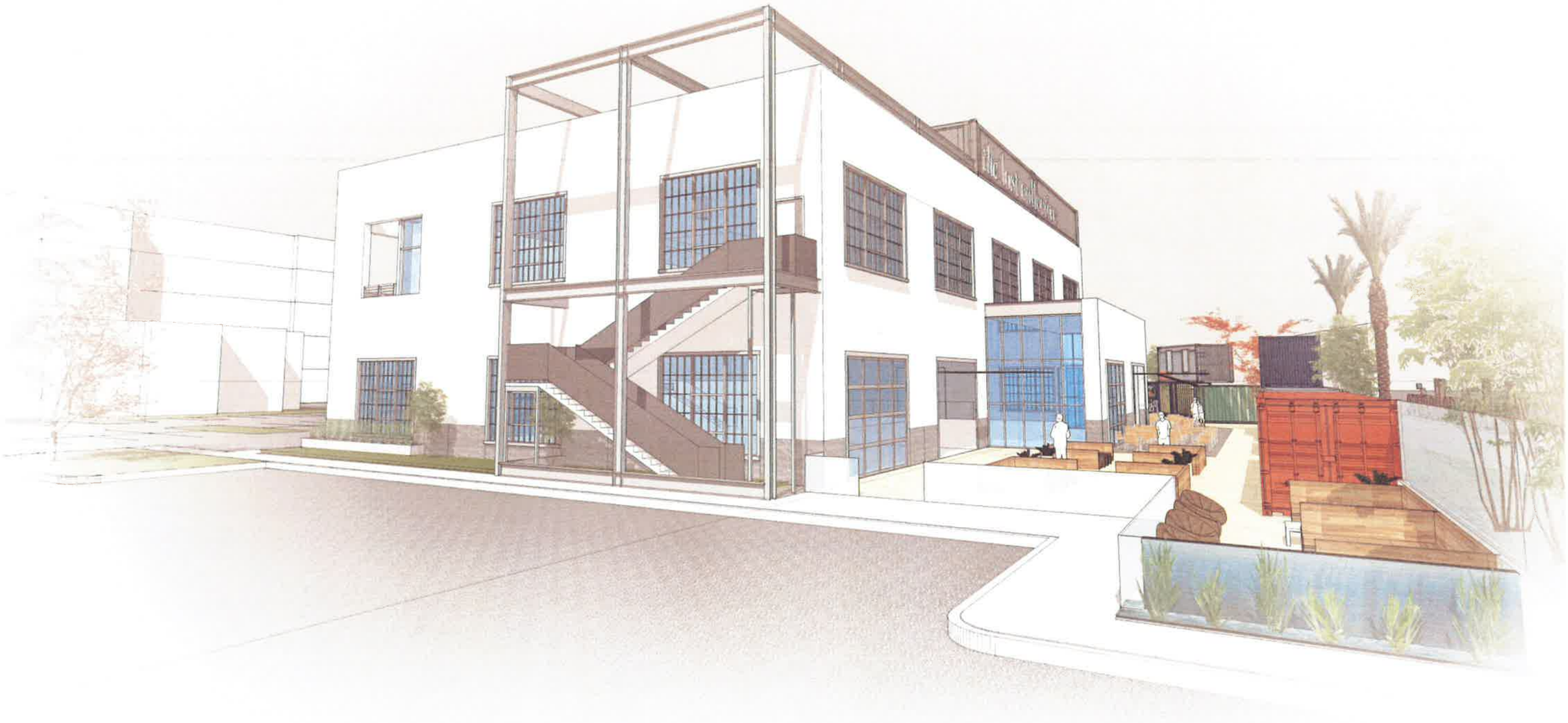

Southeast View of Shipping Container Mall

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Rendered Perspective View

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Northwest View of Office and Restaurant Entry

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Rendered Perspective View

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Southeast View of Hotel Beyond

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EXTERIOR DESIGN

Rendered Perspective of Hotel

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