

APPLICATION LETTER TO CITY OF COSTA MESA, PLANNING

375 BRISTOL MIXED-USE STORAGE AND FOOD/RETAIL  
REVISED CONCEPT DESIGN

9 SEPTEMBER 2016

## **1 Project Description**

Application to Rezone and for a Conditional Use Permit to partially demolish an existing 3 building, automotive center at 375 Bristol and develop a new two-story, 744 unit mini storage facility. The Eastern portion of the existing retail center (approximately 12,450 SF) and some of the existing tenants will remain operational in place during and after construction with minor renovations as required to this structure.

## **2 Location of the Project; Compatibility with Surrounding Uses**

The site, 375 Bristol, is located at the southern end of Bristol near Campus where the road splits into a frontage road along the 73 Freeway creating only a one-way access to the property. To the West there is a retail shopping center (Mon Amie Bridal) and the Ayres Hotel. The Newport Beach Golf Course is located to the East and the property line abuts an out-of-bounds area of play. The 55' wide concrete Santa Ana-Delhi Channel Watershed borders the southerly portion of the property creating an approximately 70' buffer to the closest residential use across the channel. In addition, a 6' high concrete block wall along this property line acts as an additional protection for residential uses. Operational hours of the storage facility will be limited access to business hours with security access gates and personnel to monitor activity to avoid noise and potential disturbance of residential neighbors.

Given the current uses and zoning of surrounding parcels, a mixed-use proposal of retail and mini-warehouse appears to be entirely compatible to the neighborhood.

## **3 Existing and Proposed General Plan and Zoning Designations**

**Rezone R-15-01** for 3.18 acre site from PDC (Planned Development Commercial) to C2 (General Business District).

**Planning Application PA-15-30** for Conditional Use Permit for the partial demolition of the existing Bristol Autoplex automotive center and the development of a two-story, 714 unit mini-storage facility with the existing 12,450 SF auto retail Eastern portion of the building to remain with renovation to the exterior façade.

## **4 Existing and Proposed Uses**

Existing uses on site consist of independent automotive repair shops, tire store, smog check, sound systems installations and various other retail tenants offering food (sushi and sandwiches) as well as fitness gyms and studios.

Proposed uses will encompass 12,450 of existing retail maintaining the sushi and sandwich operations (4,000 SF combined) and relocating other auto-related tenants to the remaining available area of approximately 8,770 SF. The new mini-storage two-level building will total 89,910 SF plus 1,000 SF for on-site management offices for the storage operations. The total project will equal 103,410 SF when completed.

## **5 JWA ALUC Review and Approval:**

### **Runway Protection Zone (RPZ)**

A part of the existing building to remain is within the RPZ at the eastern portion of the project. Since this building will not be replaced it will be allowed according to ACLU guidelines.

### **Height Restriction Zone**

A 7460-1 Determination from the FAA received April 26, 2016, states that "the structure does not exceed obstruction standards and would not be a hazard to air navigation".

## **6 Architectural Solution:**

This project has been modified from its original concept of a newly constructed Food Hall to one that maintains in place several food and auto-related retail small businesses that have been long time tenants of the property. The Eastern portion of the existing building will remain and be renovated to include a new contemporary canopy overhang and signage band incorporating individual backlit channel letters and lighting. This canopy extends to the West along the storage offices to unify the two buildings at the front elevation. A 5' seismic separation between the existing and new buildings will allow for differential settling and constructability and be enclosed with solid gates for security.

The Self Storage component of the project will provide 714 storage units of varying sizes equaling 98,800 SF with a 1,000 SF management office. This two-story structure has been sited to the rear of the property and by utilizing the existing grades minimizes the massing as the lot slopes down from Bristol toward the Santa Ana Delhi Channel which borders the South side. Both the façade of the storage building and the retail component will include the same light fir colored wood siding in alternating horizontal and vertical directions, warm, sand colored smooth stucco and which is contrasted with a rib textured fiber cement façade material in warm grey tones. The taller storage building elevation will include integrated signage and mid-point glazing to add interest and articulation and a crisp, contemporary appeal.

## **7 Access and Circulation:**

The two main driveway access points as well as the ADA path-of-travel along Bristol will remain in their current locations. The storage building will provide controlled access gates and one-way counterclockwise circulation around the rear of the building during allowed business hours.

## **8 Traffic Impact:**

Linscott, Law and Greenspan, Engineers, has conducted a Traffic Generation Assessment using new driveway counts for the site on a 24-hour, AM peak hour, and PM peak hour basis at the two existing driveways along Bristol using video cameras "observing" for a recent weekday. They prepared preliminary trip generation estimates showing that the proposed project generally results in fewer trips than the existing site. This report has been submitted and accepted by the City of Costa Mesa.

**9 Landscape Concept:**

The new landscaping includes a variety of low water grasses and palms that will screen the lower level of the storage building façade from views Southbound along Bristol. Additional plantings at drive entries will include agave and succulents.

Vertical planting of Italian Cypresses flank the doors along the North elevation of the storage building and will cover portions of the lower wall adding to the richness of the building face.

Bioretention planter boxes with new retaining walls all along the Channel to the south will be planted with mixed species appropriate to water filtration purposes. Similar bioretention planters are planned adjacent to parking along the Bristol frontage.

**10 Green Initiatives:**

The project expects to achieve a net zero energy goal with ultra low energy use with LED lighting and natural ventilation, practices to avoid heat gain such as cool roof, and power generation with roof top solar panels.

Sustainable practices in site development include extensive use of BioRetention Planter Boxes for stormwater filtration.

Environmentally friendly recycled content materials with low VOC ratings are planned throughout.

What follows is a brief summary of the information previously forwarded that quantifies current and projected City revenue associated with the Autoplex property on Bristol.

(1) The net fiscal impact of the proposed project is marginally positive. The additional annual increment is estimated to be approximately \$17,000 reflecting a decrease in sales tax revenue and a more than offsetting increase in property tax revenue.

(2) One minor but measurable factor driving the positive impact of the new project is lower vacancy rates, largely reflecting the transition away from mostly automotive uses.

(3) Easily the main driver of the projected positive fiscal impact is the increased property value that triggers an upward reassessment. The benefit redounds to the city and also to the state, county and local public schools.

Hope this helps. Please let me know if there are additional questions.



Paul Freeman | 949 • 351 • 9500

[shibumistrategies.com](http://shibumistrategies.com)

**BRISTOL AUTOPLEX CONVERSION  
TAX REVENUE ANALYSIS**

	<u>CURRENT</u>		<u>PROJECTED</u>		<u>NET CHANGE</u>	<u>ALLOCATED TO CITY</u>	<u>ALLOCATED TO LOCAL SCHOOLS</u>	<u>NET INCREASE TO CITY</u>
<b>PROPERTY TAX</b>	\$	75,827	\$	107,142	\$ 31,315	21.0%		\$ 6,576
							45.0%	\$ 14,092
<b>ESTIMATED SALES TAX</b>								
	<u>SQUARE FEET</u>	<u>SALES TAX REVENUE</u>	<u>SQUARE FEET</u>	<u>SALES TAX REVENUE</u>	<u>NET CHANGE</u>			
<b>FOOD TENANTS</b>	3,680	\$ 86,720	3,680	\$ 86,720	\$ -			
<b>TIRE STORE</b>	4,350	\$ 52,192	2,500	\$ 31,315	\$ (20,877)			
<b>AUTOMOTIVE SERVICE</b>	12,722	\$ 11,360	6,320	\$ 5,643	\$ (5,717)			
<b>OTHER SERVICE</b>	17,542	\$ -	-	\$ -	\$ -			
<b>TOTAL</b>	38,294	\$ 150,272	12,500	\$ 123,679	\$ (26,593)			
<b>VACANCY FACTOR 5%</b>	(1,915)	\$ (7,514)	(625)	\$ (6,184)	\$ 1,330			
<b>EFFECTIVE</b>	36,379	\$ 142,758	11,875	\$ 117,495	\$ (25,264)	12.5%		\$ (3,158)
<b>NET INCREASE TO CITY</b>								<u>\$ 17,510</u>