



CITY COUNCIL AGENDA REPORT

MEETING DATE: DECEMBER 4, 2007

ITEM NUMBER:

SUBJECT: GENERAL PLAN SCREENING REQUEST FOR THE FOLLOWING PROPERTIES:

- (1) GPS-07-04 - 1957 NEWPORT BOULEVARD
- (2) GPS-07-05 - 440 FAIR DRIVE
- (3) GPS-07-06 - 320 EAST 18TH STREET

DATE: NOVEMBER 21, 2007

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: REBECCA ROBBINS, ASSISTANT PLANNER

FOR FURTHER INFORMATION CONTACT: REBECCA ROBBINS, ASSISTANT PLANNER
(714) 754-6609

RECOMMENDATION

- (1) Deny further processing of General Plan screening for GPS-07-04 at 1957 Newport Boulevard.
- (2) Deny further processing of General Plan screening for GPS-07-05 at 440 Fair Drive.
- (3) Approve for processing of General Plan screening for GPS-07-06 at 320 East 18th Street.

ANALYSIS

The General Plan screening requests are briefly summarized below:

Application	Address	Request
GPS-07-04	1957 Newport Boulevard	Request from Starving Scholars Storage for a site-specific FAR of 1.31 in the General Commercial land use to accommodate a 40,188 square-foot mini-warehouse facility (including manager's residence and office).
GPS-07-05	440 Fair Drive	Request from D'Alessio Investments to change the land-use designation of a 1.66-acre site from Neighborhood Commercial to General Commercial and a site-specific FAR of 0.57 to accommodate a mixed-use development. Proposed are 11 live/work units and preservation of the existing 20,745 square-foot commercial building.
GPS-07-06	320 East 18 th Street	Request from Newport Investment Strategies to change the land-use designation of a 0.13-acre site from Public Institutional to Medium Density Residential for a residential project.

Project Summary Sheet

A one-page, project summary sheet is attached for each of the screening requests. This summary sheet provides the following information:

- General Plan Land Use Map and Aerial Photograph
- Project Description, Land Use, and Traffic Evaluation
- Justification for approval or rejection of application for further processing

Traffic Analysis Required

While a preliminary traffic evaluation was completed for the screening request, a detailed traffic analysis with the project-specific environmental review will be required at the time of project submittal.

General Plan Screening Criteria

City Council Policy 500-2 establishes a procedure for processing privately initiated General Plan amendments. This procedure involves a City Council screening of these requests prior to their acceptance for formal processing. The policy includes three (3) criteria for accepting requests and two (2) criteria for rejecting requests. The acceptance criteria are as follows:

1. A General Plan amendment is necessary to resolve inconsistency between the General Plan designation and zoning of a parcel.
2. A General Plan amendment is necessary to provide a uniform land-use designation on a single parcel.
3. A General Plan amendment would result in decreased traffic impacts from the property.

The criteria for rejecting an application are as follows:

1. The request applies to a single small lot or a small area, especially if the change would make the property inconsistent with surrounding properties.
2. The property is located in the Redevelopment Area and requires action by the Redevelopment Agency to amend the Redevelopment Plan.

In addition to the above criteria, the policy also states that no request shall be accepted that would increase the overall, citywide development cap. It does, however, allow amendments that would result in development exchanges or transfers to be considered. The policy also acknowledges these criteria are only guidelines and City Council may accept an application which does not meet the criteria if it finds there are overriding reasons to do so.

ALTERNATIVES

The City Council has the following actions available for consideration:

1. As recommended by staff: Deny GPS-07-04 (1957 Newport Boulevard), Deny GPS-07-05 (440 Fair Drive), and Accept GPS-07-06 (320 East 18th Street) by separate motions. Denial of a specific screening request would maintain the existing land-use designations and corresponding land-use regulations. The proposed requests recommended for denial are considered inconsistent with the General Plan.
2. Approve or Deny any specific screening request. Pursuant to Council Policy 500-2, Council may acknowledge that the General Plan screening criteria are only guidelines and that City Council may accept an application that does not meet the criteria based on other considerations.

FISCAL REVIEW

Fiscal review is not required for this item.

LEGAL REVIEW

Legal review is not required for this item.

CONCLUSION

Staff believes that the screening requests for (1) GPS-07-04 at 1957 Newport Boulevard and (2) GPS-07-05 at 440 Fair Drive fail to meet the central objectives of the General Plan. Thus, justifications for denial of these two applications are provided in the attached summary sheets.

Staff recommends acceptance of the screening request for GPS-07-06 at 320 East 18th Street. Based on a preliminary traffic and land-use analysis, staff believes that the screening request merits further consideration through the General Plan amendment process. Acceptance of the screening request does not set precedent for approval nor constitute the approval of a development project. The approval of a screening request strictly allows the applicant to further research/develop the proposal and provide City Council with an opportunity to review the relative merits of the proposed request in greater detail prior to final action.



REBECCA ROBBINS
Assistant Planner



DONALD D. EGAN, AICP
Deputy City Mgr. - Dev. Svs. Director

- Attachments:
1. 1957 Newport Boulevard (Summary Sheet, Site Photos, Applicant Letter)
 2. 440 Fair Drive (Summary Sheet, Site Photos, Applicant Letter)
 3. 320 East 18th Street (Summary Sheet, Site Photos, Applicant Letter)

cc: City Manager
Assistant City Manager
City Attorney
Public Services Director
Transportation Svs. Mgr.
Associate Engineer
City Clerk
Staff (4)
File (2)

David Donovan
1957 Newport Blvd.
Costa Mesa, CA 92627

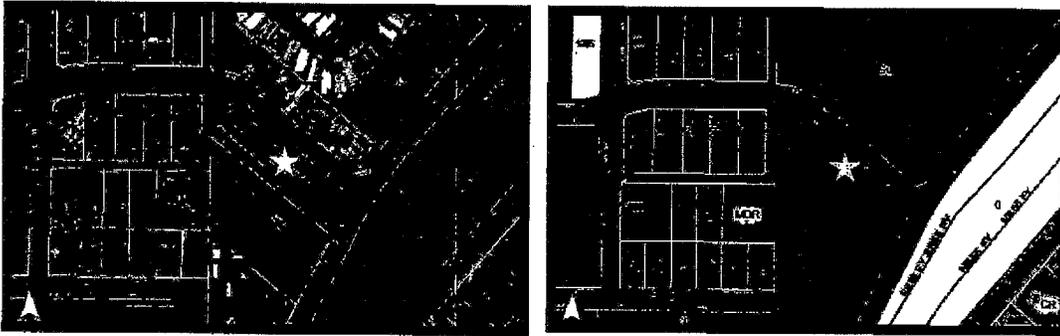
Phil Schwartz
31872 San Juan Creek Circle
San Juan Capistrano, CA 92675

The Sheldon Group
901 Dove Street, Suite 140
Newport Beach, CA 92660

Newport Investment Strategies
620 Newport Center Dr., Suite 400
Newport Beach, CA 92660

D'Alessio Investments
440 Fair Drive, Suite F
Costa Mesa, CA 92626

**GPS-07-04 – Starving Scholars Storage
1957 Newport Boulevard**



BACKGROUND

The 0.7-acre property at 1957 Newport Boulevard is located in the General Commercial land use designation. The existing Starving Scholars mini-storage property contains a 4,188 square-foot manager's residence/office and 60 shipping containers. These storage containers total approximately 8,052 square-feet of storage area and were originally approved in 1996. (Site photos and Proposed Site Plan, Attachments 1B and 1C.)

GENERAL PLAN SCREENING REQUEST

The General Plan screening request involves replacement of the 60 shipping containers with a three-level, 36,000 square foot mini-storage building. The proposed building will be a two-story building with basement level (three levels total). Each level will be approximately 12,000 sq.ft. The existing manager's residence/office building is proposed to remain in place.

This General Plan amendment request is for a site-specific 1.31 floor-area-ratio (FAR) in the General Commercial land use designation (0.75 FAR allowed, 1.31 FAR proposed). The request exceeds the General Plan FAR limits by 75 percent for a mini-storage use. The current General Commercial General Plan designation allows a maximum 22,950 square-foot mini-storage building on the site. The proposal is for a building that is 75% larger than the General Plan limits. The applicant is requesting an exception to the FAR limits for the mini-storage building, and such an exception may only be approved pursuant to a General Plan amendment, Development Review and Conditional Use Permit. (Applicant Letter, Attachment 1D).

TRAFFIC EVALUATION

The proposed project would result in increased traffic compared to the existing General Plan conditions.

General Plan Land Use Designation	Potential Buildout	AM Peak Hr Trips	PM Peak Hr Trips	Total Avg Daily Trips
General Commercial Land Use	General Plan allows a Maximum 0.75 FAR (22,950 sq.ft. building)	3	6	57
Proposed Project	General Plan Amendment Request involves a 1.31 FAR (40,188 sq.ft. building)	6	10	100
Net Increase in Traffic		+3	+4	+43

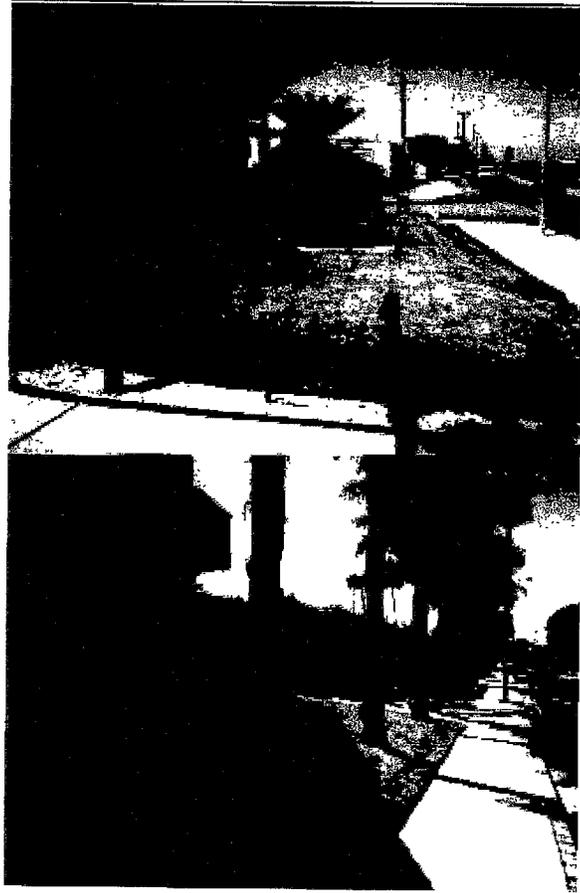
JUSTIFICATIONS FOR DENIAL

Staff recommends denial of this application from further processing based on the following reasons:

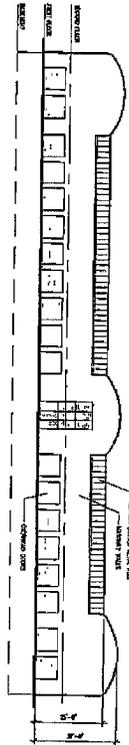
1. Project is in direct conflict with General Plan Objective LU-1E. This objective describes limitations to deviations from FAR standards. Specifically, this objective indicates that "no deviation shall be allowed in the very-low" traffic categories. The request is for a +75% deviation in the FAR standard in the "very-low" traffic category. This major departure from the FAR standard conflicts with the General Plan.
2. Project is inconsistent with General Plan Objective LU-1C. This objective relates to promoting land use patterns contributing to community/neighborhood identity. Newport Boulevard is a major thoroughfare in the City. Commercial and residential developments represent the prevailing land use pattern, and planning documents for revitalization have been approved in the surrounding area to the north of the property (Newport Boulevard Specific Plan) and to the west (Westside Urban Plans). The expansion of mini-storage facilities along Newport Boulevard is inconsistent with this General Plan objective, as well as surrounding revitalization efforts which encourage land use diversity.
3. Project fails to meet the General Plan acceptance screening criteria. There is a basis for denial of the proposed request under the General Plan screening criteria. Specifically, denial is based on the fact that the proposed change applies only to a small area, and the change would make the property incompatible with surrounding properties. (Denial Criteria #1, General Plan Screening). The property to the south contains a hotel, and the properties to the west contain residential uses. The scale of the proposed mini-storage building and increased intensity of the self-storage use are considered incompatible with the surrounding uses.



Site Photographs of Starving Scholars Storage Containers

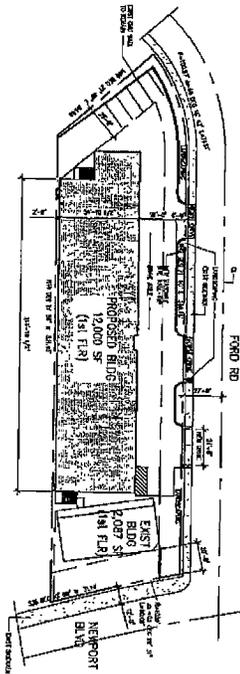


Views of Storage Facility from Newport Blvd. & Ford



2 NORTH ELEVATION

SCALE: 1/4\"/>



1 SITE PLAN

SCALE: 1/4\"/>

PROJECT DATA
 OWNER: STARVING SCHOLARS STORAGE
 ARCHITECT: STARVING SCHOLARS STORAGE
 PROJECT NO.: 1987 NENP/RT
 ADDRESS: 1987 NENP/RT BOULEVARD, COSTA MESA, CA 92626
 DATE: 10/1/87
 DRAWN BY: [Name]
 CHECKED BY: [Name]
 PROJECT MANAGER: [Name]

9

ATI ARCHITECTS ENGINEERS

1987 NENP/RT BOULEVARD
 COSTA MESA, CALIFORNIA 92626
 PHONE: (714) 440-1111
 FAX: (714) 440-1112

NOT FOR CONSTRUCTION

STARVING SCHOLARS STORAGE
 1987 NENP/RT BOULEVARD
 COSTA MESA

SITE PLAN

DATE	10/1/87
BY	[Name]
CHECKED BY	[Name]
PROJECT NO.	1987 NENP/RT
ADDRESS	1987 NENP/RT BOULEVARD, COSTA MESA, CA 92626
SCALE	1/4\"/>

A1.1

**Starving Scholars
Moving & Mini Storage**
1957 Newport Blvd.
Costa Mesa, CA92627
Tel: (949) 631-3379
Or (949) 646-8815

August 1, 2007

City of Costa Mesa
Department of Development Services
77 Fair Dr.
Costa Mesa, CA 92628-1200

To Whom It May Concern,

We at Starving Scholars Moving & Mini Storage, wish to continue and complete our Mini Storage complex at 1957 Newport Boulevard, in Costa Mesa. We plan to build in two additional phases a storage building 54'10" wide and 216' long and 30' high, behind our existing office and resident manager's quarters. We are planning one floor underground and two floors above ground totaling 36,000 square feet.

Since we have ship container units at present we are requesting that, during the construction of the first phase of the complex we move twenty-three (23) of them across the street to 1963 Newport Boulevard, where we presently park our trucks.

A firewall will separate phase one from phase two. Upon completion of phase one all existing customers will be moved into the first phase structure. As phase two begins all remaining container units on 1957 Newport Boulevard will be removed from the property.

Currently our 120 customers generate 3.5 site visits per day on average and the proposed development will only generate ten (10) site visits per day for a daily increase of only 6.5 units on average. We hope that this negligible traffic generation will allow us to exceed the 0.75 FAR that is currently required by the General Plan.

Our facility is located on a corner lot with 350' of street parking. We plan to service all our existing customers during our building process but allowing no one in the construction areas at any time until completion of the project. Our facility is completely walled and secure from the general public. We presently have two driveways and are planning a third all of which are located on Ford Road more than 75 feet from Newport Boulevard.

This project will once again be owner-builder with a construction manager and an architect that is well experienced in mini storage development and whose office is located only 150 yards from the site. Security will be on the construction site during all hours of construction 7:00 a.m. until 4:00 p.m. Monday through Friday.

We look forward to working with the City and developing a state of the art facility. We plan a building design to match the landscaping which is already in place. The proposed building will reflect the existing architecture on the site including smooth plaster walls, bronze tinted glass and curved metal roofing.

Starving Scholars Moving & Mini Storage is also prepared to develop the property across Ford Road at 1963 Newport Boulevard in whatever type of economically feasible commercial development is acceptable to the City of Costa Mesa. However, development of the property at 1963 Newport Boulevard is contingent upon the completion of an economically successful project at 1957 Newport Boulevard.

Thank you.

Sincerely,



David Donovan
Owner
Starving Scholars
Moving and & Mini Storage

Noes: None.
Absent: None.

2. From the meeting of November 20, 2007, second reading and adoption of Ordinance 07-20, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COSTA MESA, CALIFORNIA, AMENDING CHAPTER I OF TITLE 19 OF THE COSTA MESA MUNICIPAL CODE RELATING TO STATE-ISSUED FRANCHISES AND THE PUBLIC, EDUCATIONAL AND GOVERNMENTAL CHANNEL ACCESS FACILITY FEE.

MOTION: Adopt Ordinance No. 07-20, read by title only, and waived further reading.

Moved by Mayor Allan Mansoor, seconded by Mayor Pro Tem Eric Bever.

The motion carried by the following roll call vote:

Ayes: Mayor Allan Mansoor, Mayor Pro Tem Eric Bever, Council Member Linda Dixon, Council Member Katrina Foley, Council Member Wendy Leece

Noes: None.
Absent: None.

IX. NEW BUSINESS

1. General Plan Screening Requests:

- (a). GPS-07-04 for 1957 Newport Boulevard.
- (b). GPS-07-05 for 440 Fair Drive.
- (c). GPS-07-06 for 320 East 18th Street.

Assistant Planner Rebecca Robbins briefly summarized the staff report, presented each General Plan requests, and responded to questions from the City Council.

Rick Coleman, Costa Mesa, Architect representing the applicant for GPS-07-04 stated that the owner would like to expand the business and maximize the building. He described the proposed building and noted the increase in the floor-area-ratio (FAR), building height, and the use of solar power.

David Donovan, applicant for GPS-07-04, 1957 Newport Boulevard, presented his vision and goals for the future pointing out his ownership of properties on both sides of Ford Road. He responded to questions from the Council and requested their support.

Mike Geck, Resident Property Manager, commented on the calculation of the amount of daily traffic and reported that the facility

averages 3.5 visits per day noting a small impact to traffic in the area.

In reference to questions from the Council, the Director of Development Services clarified the process of amending the general plan and advised of other possible uses other than a self-storage use.

Rick Coleman, Architect, explained the reason for the request for an increase in the FAR is due to the unique size and shape of the property.

**MOTION: Deny GPS-07-04 screening request for processing.
Moved by Council Member Linda Dixon, seconded by Mayor Allan Mansoor.**

The Mayor expressed reservation on the proposed third level but indicated his support for revitalization.

The motion carried by the following roll call vote:

Ayes: Mayor Allan Mansoor, Mayor Pro Tem Eric Bever, Council Member Linda Dixon, Council Member Katrina Foley, Council Member Wendy Leece

Noes: None.

Absent: None.

The Assistant Planner presented the screening request for GPS-07-05 for 440 Fair Drive. She along with the Director of Development Services responded to questions from the Council.

Discussion ensued among the Council and staff relating to the land use designation, parking issues, traffic volume, and clarification on the zoning code for general commercial and neighborhood commercial use.

Mayor Pro Tem Bever indicated that he would like the proposed project as either residential use or commercial use.

Greg McCalferty, representing the applicant for GPS-07-05, conveyed to Council the applicant's intent to upgrade the property and requested their support to proceed forward with their request.

The Mayor commented that he would like to see positive changes in the property that would be beneficial to the surrounding neighbors and to see a reduction in traffic.

Denis Biladeau, DK & Associates, questioned the estimate on the average daily trips and advised the applicant's interest in a general office use. He stated that he would like to meet with City staff to develop a number for the average daily trips generated and to proceed forward on their proposal.

Discussion ensued among the Council, Director of Development Services,