



PLANNING COMMISSION

AGENDA REPORT

VIII. 1

MEETING DATE: JANUARY 10, 2011

ITEM NUMBER:

SUBJECT: PLAN REVISIONS FOR PLANNING APPLICATION PA-10-30
1500-1548 ADAMS AVENUE

DATE: JANUARY 6, 2011

FOR FURTHER INFORMATION CONTACT: MEL LEE, AICP, SENIOR PLANNER
(714) 754-5611 (mlee@ci.costa-mesa.ca.us)

DESCRIPTION

Planning Application PA-10-30 is an approved Master Plan for new construction and remodel of an existing retail shopping center at 1500-1548 Adams Avenue. Staff has been working with the applicant on the Landscape Concept Plan for the shopping center.

Pursuant to the Planning Commission's direction, the purpose of this memo is twofold:

- (1) To provide an update on the issues raised by the Planning Commission with regard to the proposed landscaping and pedestrian access improvements; and
- (2) To request approval of the proposed upgrades at the rear of the shopping center along Elm Avenue, pursuant to Condition of Approval No. 10.

RECOMMENDATION

Approve Landscape Concept Plan related to upgrades along the Elm Avenue frontage of the shopping center.



MEL LEE, AICP
Senior Planner



KHANH NGUYEN
Acting Asst. Development Svs. Director

BACKGROUND

Project Summary and Planning Commission Action

On December 13, 2010, Planning Commission reviewed a Master Plan for the remodeling of an existing shopping center, consisting of the construction of a new pad building, the demolition of a portion of the former Paul Mitchell School building, and improved circulation and parking throughout the center. The project was approved on a 4-0 vote.

The original report can be found on the City's website at the below link:

<http://www.ci.costa-mesa.ca.us/council/planning/2010-12-13/121310PA1030LLA1002.pdf>

During the hearing, the Commission provided direction to staff and the project applicant to provide the following:

1. Improve the landscaping and pedestrian circulation at the rear of the center (along Elm Avenue), subject to review and approval by the Planning Commission;
2. Provide additional facilities for the storage of bicycles and scooters within the center; and
3. Determine the feasibility of the installation of a pedestrian crosswalk across Elm Avenue.

A Landscape Concept Plan is typically approved at a staff level. However, item number one does require Planning Commission action pursuant to Condition of Approval No. 10 of Planning Application PA-10-30:

"The applicant shall provide walkway and landscape upgrades along the Elm Avenue frontage for 1534 and 1548 Adams Avenue to encourage pedestrian access at the rear of the property. These upgrades shall be shown on the architectural and construction drawings and shall be subject to review and approval by the Development Services Director with prior review and approval by Planning Commission."

ANALYSIS

Submittal of Plan Revisions

On January 4, 2011, the applicant submitted the attached exhibits for Commission review and approval providing the requested revisions for the center (Attachment 4). The applicant's letter describes in detail the proposed landscape/walkway improvements along Elm Avenue and the bicycle plan (Attachment 1).

Staff believes these upgrades would improve the streetscape appearance as well as promote walkability and bikeability. These upgrades include new tree wells throughout the parking lot, vine pockets to soften the appearance of the trash enclosures along Elm Avenue, and a new 4-foot wide pedestrian walkway.

Staff also evaluated the feasibility of a pedestrian crosswalk across Elm Avenue. According to Transportation Services Division, the installation of any crosswalk at this location is *not* recommended at this location because the low level of pedestrian activity and accident history does not warrant installation of a crosswalk. A separate memo regarding this issue has been prepared by Transportation Services and is attached to this memo (Attachment 2).

SUMMARY

Staff recommends approval of the proposed plan revisions. The Planning Commission's approval of the Landscape Concept Plan with regard to the walkway and landscape improvements along Elm Avenue is required per Condition of Approval No. 10 of Planning Application PA-10-30.

- Attachments:
1. Written Summary of Plan Revisions Provided By Applicant
 2. Transportation Services Division Memo
 3. Location Map
 4. Revised Plan Exhibits

cc:

- Development Services Director
- Deputy City Attorney
- City Engineer
- Transportation Services Manager
- Fire Protection Analyst
- Staff (4)
- File (2)

File: 011011PA1030Landscape

Date: 010411

Time: 11:00 a.m.

MEMO

Date: January 4, 2011

To: City of Costa Mesa, Planning Commission
Commissioner Fitzpatrick
Commissioner McCarthy
Commissioner Clark
Commissioner Mensinger

From: John Hill
Robinson Hill Architecture, Inc.

Re: 1500 Adams Site Development

cc: Mel Lee, Senior Planner
Planning Department

Commissioners,

First of all, I want to extend a personal apology for the incomplete presentation submitted at the last Planning Commission Hearing. I understand the frustration exhibited by several of you, and in turn only hope that you can accept my sincere apology for the failure to properly represent the intended design improvements proposed.

On Monday, January 10th, I will be re-presenting the proposed landscape improvements along the rear property of 1500 Adams, in hopes of securing your comfort with the proposed improvements. The attached exhibits reflect the proposed improvements. I believe the package submitted properly addresses the concerns raised in the last hearing. I look forward to revisiting this project with you, and I'm hopeful that I can reclaim some lost comfort.

I will clarify that both myself, and the property owner are committing to doing the right thing. This property is special to both of us, and we are sensitive to the image and reflection this property holds. Both the owner, and myself are proud to call Costa Mesa home for our businesses. We value the image of Costa Mesa, and are proud to be a part of the community.

Respectfully,

John Hill
Architect



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Proposed Improvements

A0.4 - Proposed Bicycle Plan

This exhibit defines five (5) proposed locations for bicycle storage. Areas "A", "B" and "E" are intended for patrons to use. They are strategically located in areas near food uses and with ample visibility, to detour theft, and increase owner comfort. Areas "C" and "D" are located under the open stair well of the three story office building, and are intended for employee use. These two areas include glazed enclosure, for adequate exposure, along with a key-ed access door for added security. Access keys may be registered through the property owner, at no cost. We feel that this proposed program offers ample access and security to both patrons and employees.

A0.5 - Proposed Planting Plan behind the Theater

This exhibit defines the proposed landscaping design behind the theater building. Given the feedback from the last public hearing, I believe this plan properly defines the proposed planting material and locations for the rear entrance. Low level planting provides a softer edge, while working with parking overhangs from vehicles. Vines have been added to the two trash enclosures and the electrical switch gear room. The Transformer has been well landscaped. A 4 foot wide paved pedestrian walk has been added, adjacent to the 3 story office building. This paved walk should offer pedestrians a "more formal" path to the public space. Paved entry drives have been added to both curb cuts.

A0.6 - Existing Elevation

A photo of the existing rear elevation, defining a "Before" image for reference.

A0.7 - Proposed Elevation

In response to Exhibit A0.6, this image defines the proposed improvements to the rear entry. Building upgrades, landscaping and wall art have been depicted in the image. We feel that the proposed design soften the rear elevation without being too commercializes. The wall-art may be a public art display, or a historical mural referencing the history of the property. Specific designs have not been finalized; however, whatever the image is, will be shared with the Planning Department prior to installation.

CITY OF COSTA MESA
Public Services Department
INTER OFFICE MEMORANDUM

TO: MEL LEE

FROM: RAJA SETHURAMAN

DATE: JANUARY 4, 2011

SUBJECT: CROSSWALK ON ELM AVENUE AT ROYAL PALM DRIVE

The Planning Commission, at their December 13, 2010 meeting, considered the redevelopment of an existing commercial center at 1540-1548 Adams Avenue. This commercial center has vehicular and pedestrian access from Adams Avenue as well as Elm Avenue in the vicinity of Elm Avenue-Royal Palm Drive intersection. The Planning Commission requested staff to consider a pedestrian crosswalk across Elm Avenue at Royal Palm Drive to access the center.

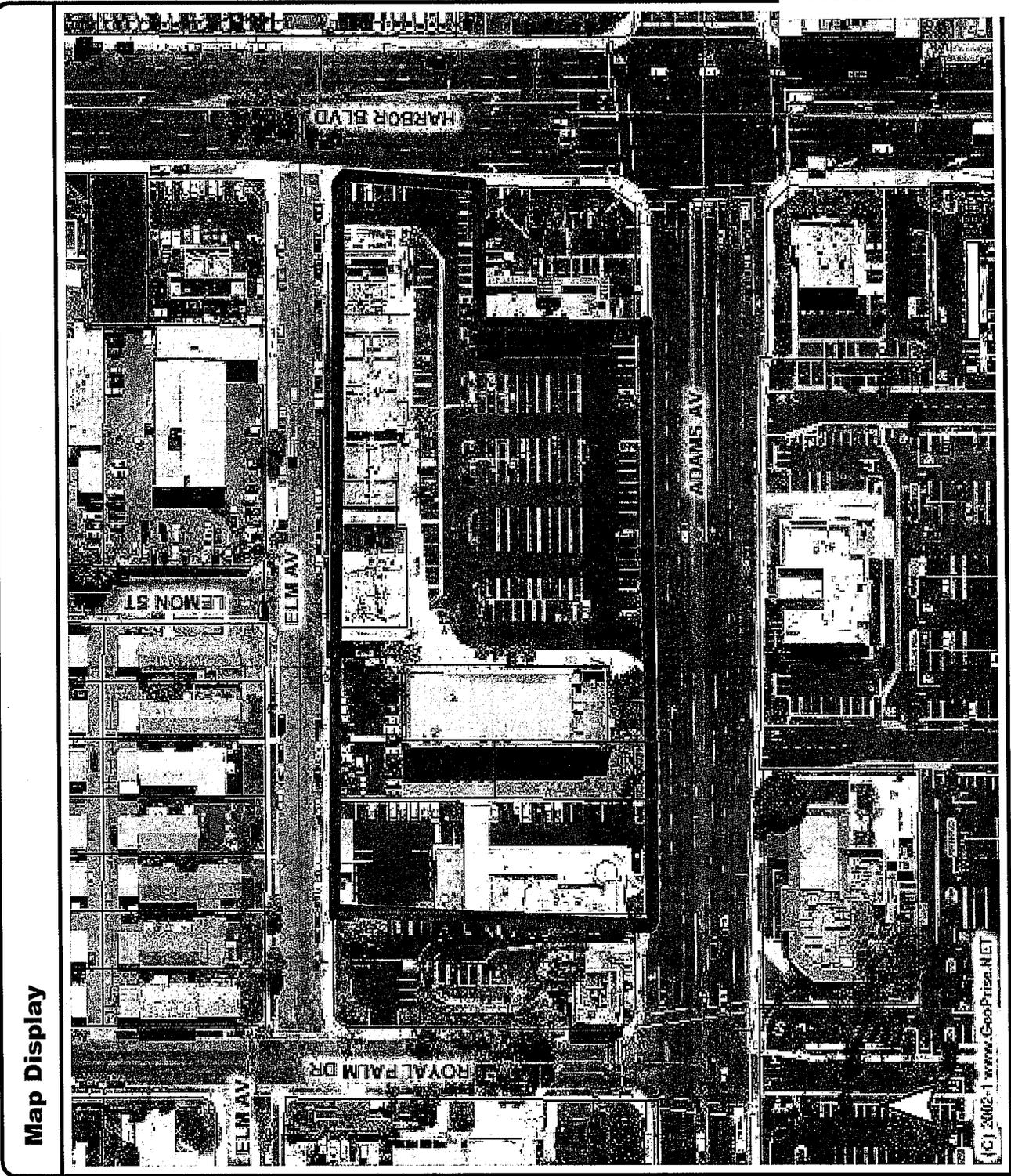
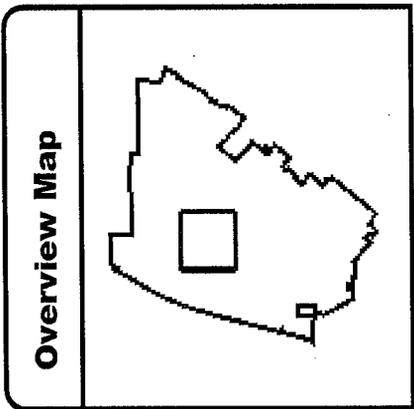
Transportation Services Division has reviewed existing traffic conditions at this location to determine the need for pedestrian crosswalk. When considering the installation of crosswalks, the City follows established standards that conform to most other local jurisdictions, as well as Caltrans, the Federal Highway Administration, and the Institute of Transportation Engineers. Based on review of existing conditions, staff determined that a marked crosswalk on Elm Avenue would not be in the best interest of pedestrian safety.

The California Vehicle Code (CVC) states that a crosswalk exists at all intersections except when the pedestrian crossing is strictly prohibited by signs. Some of these crosswalks are marked with painted lines, but most of them are not. Vehicles are required to yield to pedestrians with or without marked crosswalks at intersections. Studies have shown that without painted crosswalks, pedestrians also exercise caution and this improves the overall safety.

Based on review of past accident history, there have been no pedestrian-related or bicycle accidents over the past three years. In addition, this area is not considered to have significant pedestrian activity requiring any special treatments. Therefore, at this time, no changes are recommended at this location. If pedestrian activity increases following the redevelopment of the commercial center, the need for crosswalk at this location can be reconsidered.

If you have any questions on the above information, please feel free to contact me at extension 5032.

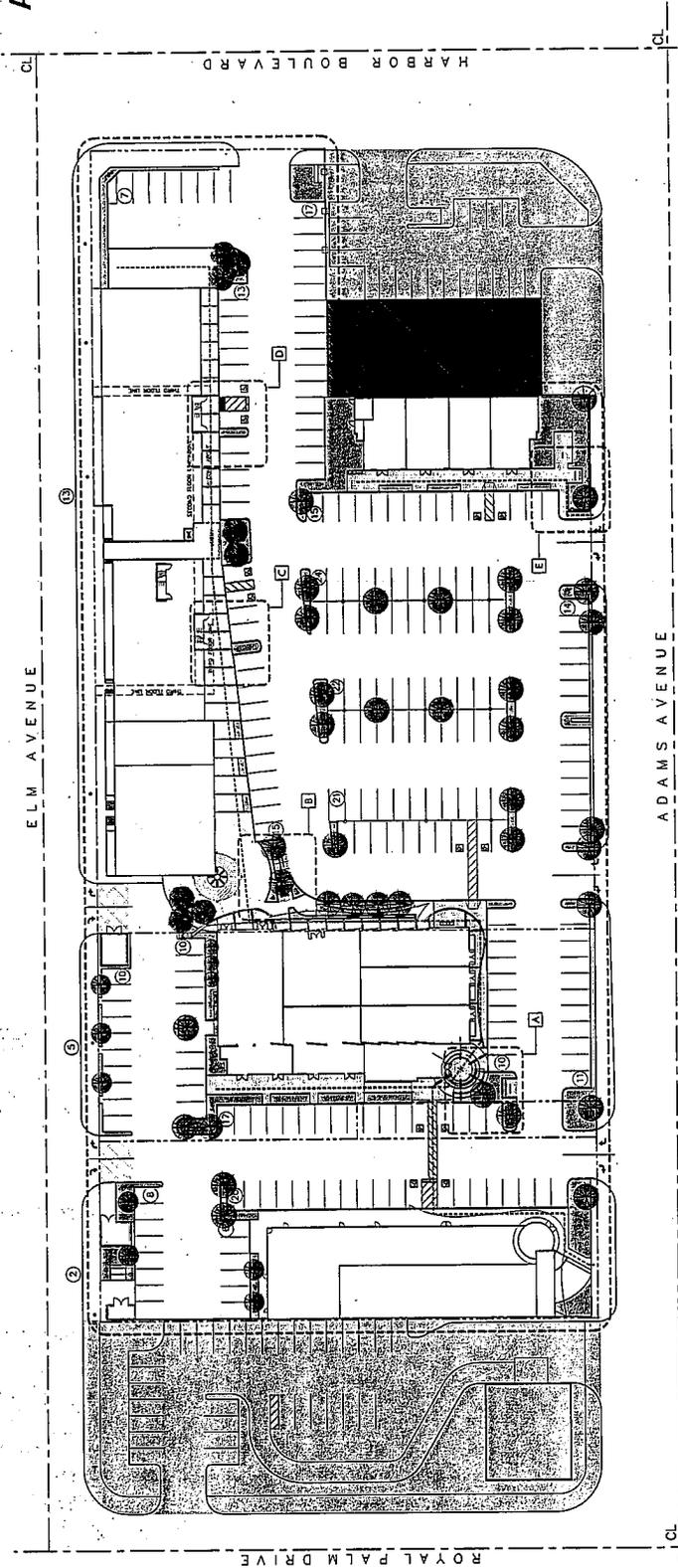
c Peter Naghavi, Director, Department of Public Services
Ernesto Munoz, City Engineer



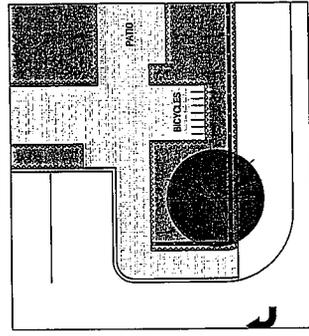
Legend

	Hydrology		City Boundary
	Channel		Parcel Lines
	Street Names		Orho 2008 Level 1
	Street Centerlines		Orho 2006 Level 1
	Water Ways		Parcels

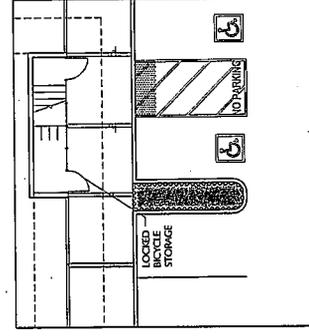
ATTACHMENT 4



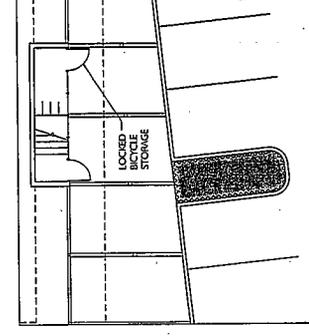
Proposed Bicycle Plan
Scale: 1" = 30' 0"



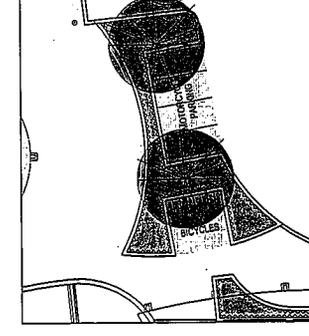
Area "E" Guest Parking
Scale: 1/8" = 1'-0"



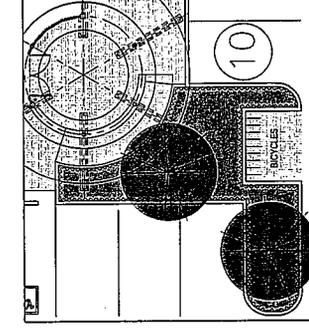
Area "D" - Employee Parking
Scale: 1/8" = 1'-0"



Area "C" - Employee Parking
Scale: 1/8" = 1'-0"



Area "B" Guest Parking
Scale: 1/8" = 1'-0"

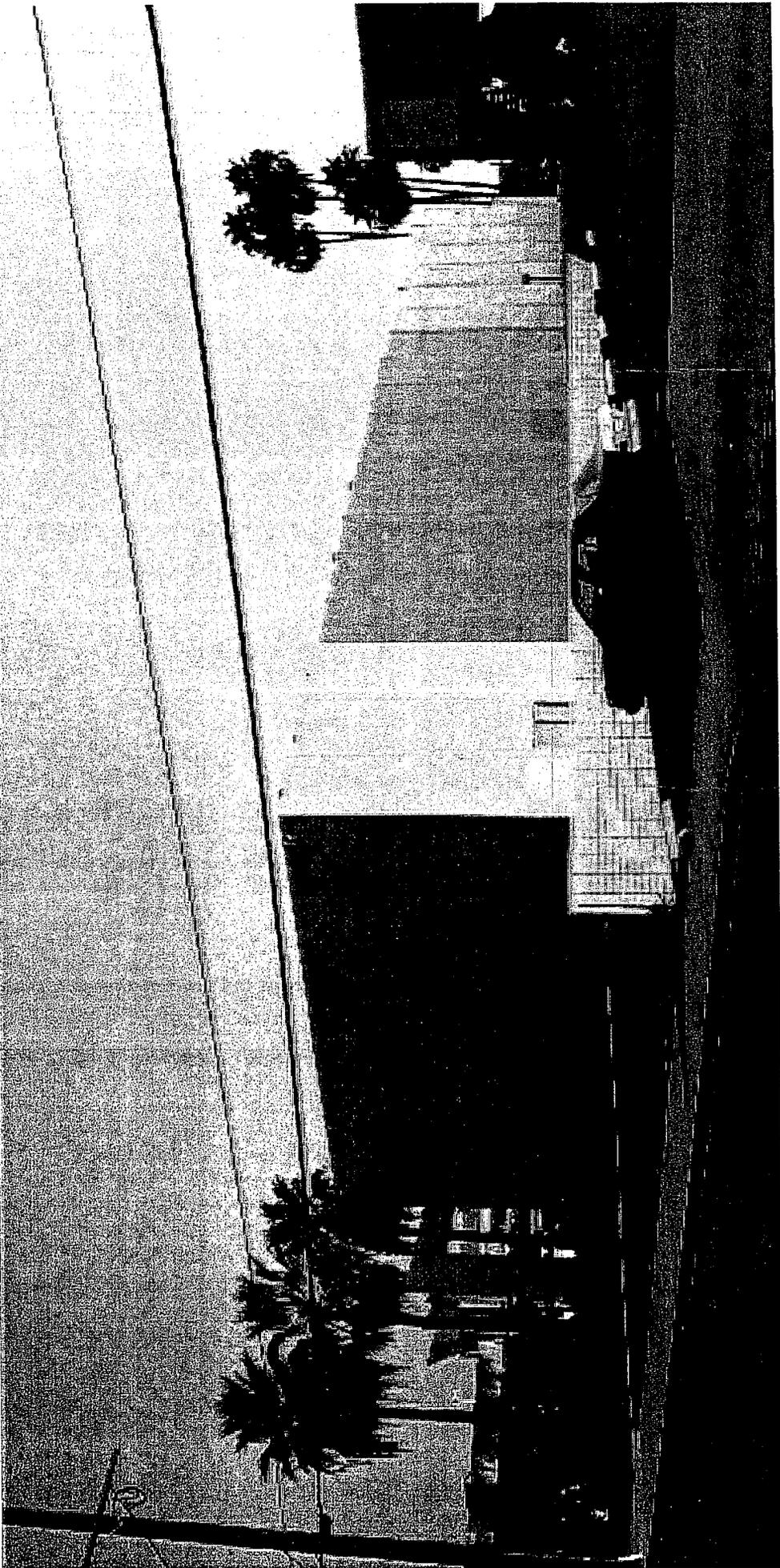


Area "A" Guest Parking
Scale: 1/8" = 1'-0"

1500 Adams
Sparks Enterprises, L.P.
1500 Adams Avenue, # 300
Costa Mesa, CA 92626
91.02.2011

robinson hill architecture, inc.
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1500 Adams
1534 Adams Ave.
Costa Mesa, CA 92626
01.03.2011

Sparks Enterprises, L.P.

1500 Adams Avenue, #300
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Existing Elevation

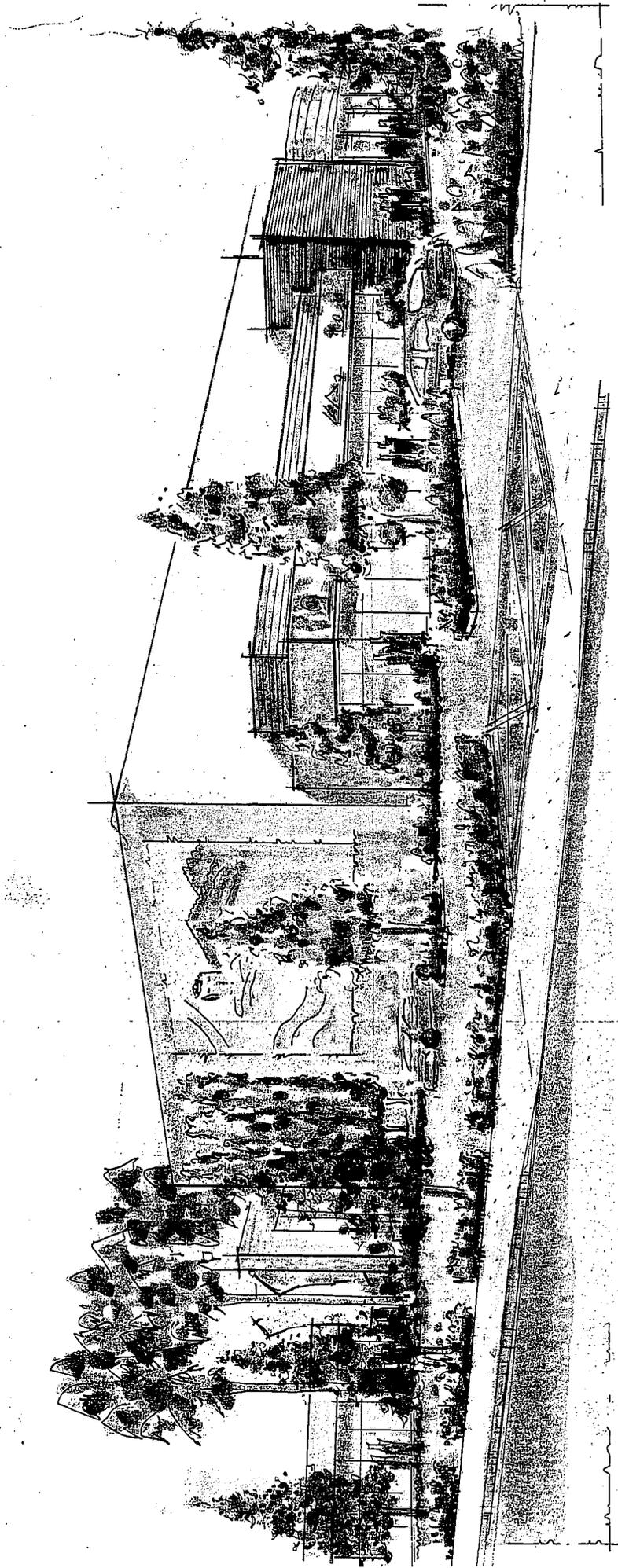


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ID

A0.6



1500 Adams
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Sparks Enterprises, L.P.

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Proposed Elevation



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A0.7