



PLANNING COMMISSION

AGENDA REPORT

VI. 2

MEETING DATE: November 14, 2011

ITEM NUMBER:

SUBJECT: ANNUAL REVIEW OF SEGERSTROM TOWN CENTER DEVELOPMENT AGREEMENT DA-00-02 (DA-11-04) LOCATED EAST OF BRISTOL STREET, SOUTH OF SUNFLOWER AVENUE, WEST OF AVENUE OF THE ARTS, AND NORTH OF ANTON BOULEVARD, EXCLUDING THE SEGERSTROM CENTER FOR THE ARTS

DATE: OCTOBER 31, 2011

FOR FURTHER INFORMATION CONTACT: MINOO ASHABI, AIA, SENIOR PLANNER
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DESCRIPTION

Annual review of the development agreement between the City of Costa Mesa and South Coast Plaza for the Segerstrom Town Center.

APPLICANT

Justin McCusker is the authorized agent for South Coast Plaza.

RECOMMENDATIONS

Based on the evidence in the record, determine and find that South Coast Plaza has demonstrated good faith compliance with the terms and conditions of Development Agreement DA-00-02.

BACKGROUND

Segerstrom Town Center is a subarea of the South Coast Plaza Town Center. The 2000 General Plan designates the area as “Cultural Arts Center” and the corresponding zoning is “Town Center”. In February 2001, City Council approved General Plan Amendment GP-00-02, which resulted in the following entitlements for Segerstrom Town Center. City Council also amended the North Costa Mesa Specific Plan, adopted a preliminary master plan, and entered into the development agreement in conjunction with the general plan amendment.

MAXIMUM ALLOWABLE FAR	MAXIMUM BUILDING SQUARE FOOTAGE	AM PEAK HOUR BUDGET	PM PEAK HOUR BUDGET
1.98	2,118,550	2,764	3,453

On March 15, 2004, City Council approved an amendment to the Development Agreement for Segerstrom Town Center (Ordinance 04-3) that allowed parking provisions for discount parking at cultural events in the parking structure located at the southwest corner of Sunflower Avenue and Park Center Drive, but deleted the provision related to prevailing parking charges.

On January 16, 2007, City Council approved General Plan Amendment GP-06-02 that allows the transfer of building area within the Segerstrom Town Center sub area. Proposed new development within this sub area includes:

1. Addition of 50 residential units in addition to the 200-room hotel at the northeast corner of Bristol Street and Town Center Drive;
2. One mixed-use high-rise tower with 233,170 square feet of office and 225 residential units at the southeast corner of Bristol Street and Sunflower Avenue.
3. The demolition of the two cinemas is also included in the preliminary master plan.

ANALYSIS

Periodic Annual Review

Section 3.5 of the development agreement requires a periodic review of South Coast Plaza’s performance of its obligations under the Agreement. This is the sixth review of this 20-year development agreement.

Development Agreement:

The purpose of this annual review is to determine if South Coast Plaza has made a good faith effort to comply with the provisions of the development agreement. To this effect, South Coast Plaza has submitted a letter (see Attachment 1), which indicates the efforts undertaken to fulfill the agreement's provisions. Typically, this review focuses on the community benefits provided for by the developer. For DA-00-02, these benefits are described in Exhibit F of the Development Agreement. The following discussions summarize South Coast Plaza's progress in realizing these obligations.

1. **Cultural Benefits:** South Coast Plaza granted to the Orange County Performing Arts Center (OCPAC) the 6-acre parcel located adjacent to Avenue of the Arts, and Henry Segerstrom contributed \$40 million to the design and construction of the new symphony hall. **No further action required.**
2. **Open Space:** In September 2001, South Coast Plaza, in cooperation with OCPAC and the City, amended the Town Center open space easement to facilitate the expansion of the South Coast Repertory Theater and the new concert hall and to make it a permanent easement. **No further action required.**
3. **Parking Agreements:** The agreement requires that adequate parking be available to the existing and future performing arts venues with the following provisions:
 - Requires the Theater and Arts District (TAD) Plan to include a provision that states parking fees will not exceed the market rate for the area. City Council adopted the TAD Plan on February 2, 2004, which included parking provisions for discount parking at cultural events in the parking structure located at the southwest corner of Sunflower Avenue and Park Center Drive.
 - Prior to the issuance of the certificate of occupancy for the new office building, South Coast Plaza will submit a plan for City approval that allows the building's parking structure to be used by the patrons of the arts venues. Parking fees at the new structure (to be constructed at the southeast corner of Bristol Street and Sunflower Avenue) shall not exceed the market rate for the area. Since South Coast Plaza has not yet proceeded with the office building, this obligation is still outstanding.
 - South Coast Plaza has been providing discounted parking fee to Costa Mesa residents attending cultural arts venues (during specified times) at the following structures:
 - i. The existing parking structure located at the southwest corner of Sunflower Avenue and Park Center Drive. **No further action required.**

- ii. The proposed parking structure at the southeast corner of Bristol Street and Sunflower Avenue.
4. **Aesthetic improvements to the southeast corner of Bristol Street/Sunflower Avenue:** The new office building will improve the overall aesthetics of this corner with no increase in the development footprint. Since the new building has not been developed, this obligation has not yet been fulfilled.
 5. **Vacation of Town Center Drive:** On February 2, 2004, City Council approved the Town Center Drive Master Plan. This plan describes the improvements envisioned for these two streets and surrounding area. Documents related to the vacation of Town Center Drive were recorded at the County of Orange on July 18, 2005. The pedestrian plaza improvements have been completed. **No further action required.**
 6. **Theater and Arts District:** South Coast Plaza has fulfilled its obligation in preparing a Theater and Arts District Plan (TAD), which City Council approved on February 2, 2004. The TAD Plan provides a list of public improvements that South Coast Plaza has committed to install and the implementation schedule. A revision to this plan currently in progress to consolidate the number of signs and provide for signage opportunities at Pacific Arts Plaza.
 7. **Economic Benefits:** The proposed hotel is projected to produce general fund revenues to the City in the amount of \$1,000,000. Other property improvements will also generate additional property tax revenues. Until such time the hotel and office building are constructed, these additional revenues will not be generated.
 8. **Traffic Mitigation (4 intersections):** The agreement requires improvements to the following intersections:

Intersection	Status
Bristol & Sunflower	Completed in conjunction with SCR expansion
Fairview & South Coast	Completed in conjunction with SCR expansion
Bristol & Paularino	City to determine construction timeframe.
Park Center & Sunflower	City to determine construction timeframe.

9. **Fire Protection Facilities:** In conjunction with new construction, South Coast Plaza is obligated to pay \$0.285/square foot of new development. This fee will be collected at the time the new construction occurs.

10. **Financing of the TAD Improvements:** The development agreement requires South Coast Plaza to develop a financing plan for the TAD improvements. The adopted TAD plan includes the financing plan and commitment. In support of the improvements identified in the TAD Plan, South Coast Plaza has established two spending accounts in the amount of \$800,000 and \$200,000 respectively. At the instruction of the Costa Mesa City Council, the resources of the first account were designated for use in supporting design and construction of the pedestrian plaza between the Orange County Performing Arts Center and the Renee and Henry Segerstrom Concert Hall. The \$800,000 has been completely expended. The funds in the second account are currently committed to the banner, signage, crosswalk and other area improvements. The applicant has submitted and is working diligently on an application to the City for a North Costa Mesa Specific Plan Amendment and will soon submit for a Planned Signing Program for the Theater and Arts District to redirect some of the funds in the second account for an expanded signage program for the Theater and Arts District.

As indicated by the applicant, “crosswalk 6” is listed as a TAD Plan improvement. However, it has already been completed from a separate funding source without drawing down the amount allocated for sidewalk and crosswalk improvements under the TAD Plan (\$200,000).

ALTERNATIVES

If the Planning Commission finds South Coast Plaza is not in compliance with the Agreement’s terms, evidence supporting that determination would be required.

CONCLUSION

Staff believes that South Coast Plaza has demonstrated good faith compliance with the provisions and conditions of the DA-00-02. The Planning Commission’s findings can be made by minute order.

MINOO ASHABI
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CLAIRE FLYNN
Acting Asst. Development Svs. Director

Attachments: 1. [Vicinity Map](#)
 2. [Development Agreement DA-00-02](#)
 3. [Development Agreement Amendment](#)

cc: Mr. Justin McCusker
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