



# **PLANNING COMMISSION AGENDA REPORT**

MEETING DATE: DECEMBER 8, 2014

ITEM NUMBER: PH-1

**SUBJECT: PLANNING APPLICATION PA-14-30 A CONDITIONAL USE PERMIT TO ALLOW OUTDOOR DISPLAY OF MOTOR VEHICLES FOR SALE WITHIN 200 FEET OF RESIDENTIALLY-ZONED PROPERTIES AND USE OF STORAGE CONTAINERS THAT EXCEED THE ALLOWABLE FLOOR AREA RATIO AND OTHER DEVELOPMENT STANDARDS; AND A PLANNED SIGNING PROGRAM FOR SIGNS THAT DEVIATE FROM THE ALLOWABLE SIGN AREA AND SIGN LOCATION REQUIREMENTS.  
1536 NEWPORT BOULEVARD**

**DATE: NOVEMBER 21, 2014**

**FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT**

**PRESENTATION BY: ANTONIO GARDEA, SENIOR PLANNER**

**FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA (714) 754-5692  
antonio.gardea@costamesaca.gov**

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## **PROJECT DESCRIPTION**

The proposed project involves: (1) Conditional use permit for motor scooter sales and service including outdoor display of motor vehicles for sale within 200 feet of residentially-zoned properties. The CUP also includes a proposed use of storage containers that exceed the Floor Area Ratio standards and other development standards, as applicable; (2) Planned Signing Program for signs that deviate from the allowable sign area and sign location requirements.

## **APPLICANT**

The applicant is Marice White, representing Paul Kinsella and Douglas Magnon, the business owners of Newport Italian.

## **BACKGROUND**

The applicant is requesting a continuance to allow time to consider alternate parking designs for the site.

## **RECOMMENDATION**

Remove from calendar (this item shall be subject to a new public notice when it is considered at a future Planning Commission meeting).

  
ANTONIO GARDEA  
Senior Planner

  
CLAIRE FLYNN, AICP  
Assistant Director of Development Services

Attachment: Continuance request

cc: Director of Economic & Development / Deputy CEO  
Sr. Deputy City Attorney  
Public Services Director  
City Engineer  
Transportation Services Manager  
Fire Protection Analyst  
Lt. Bryan Glass, Police Department  
Staff (6)  
File (2)

MConsensus  
Attn: Marice White  
8 Corporate Park, Suite 130  
Irvine, CA 92606

216 Properties LLC  
126 E. 16<sup>th</sup> Street  
Costa Mesa, CA 92627

## GARDEA, ANTONIO

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**From:** DMagnon@aol.com  
**Sent:** Friday, November 21, 2014 4:31 PM  
**To:** GARDEA, ANTONIO  
**Cc:** FLYNN, CLAIRE; marice@mconsensus.com  
**Subject:** Re: PA-14-30 (1536 Newport Blvd.) - Newport Italian

Dear Mr. Gardea,

**In light of the recent request from Planning for Newport Italian to relook at parking designs to include additional spaces and direct parking approach from the street, we respectfully request that CUP Case PA-14-30, be continued to the next available Planning hearing.**

Thank you for your consideration.

**Douglas Magnon  
Newport Italian**

In a message dated 11/20/2014 12:05:30 P.M. Pacific Standard Time, marice@mconsensus.com writes:

I think the city had the wrong address for you. See below.

Sent from my iPhone  
Marice H. White  
(949) 433-4261

On Nov 20, 2014, at 10:57, "GARDEA, ANTONIO" <[antonio.gardea@costamesaca.gov](mailto:antonio.gardea@costamesaca.gov)> wrote:

Doug,

The item was continued to the December 8<sup>th</sup> meeting to provide additional time for you to meet with staff and address the on-going parking concerns.

When we last met, the following conditions of approval were discussed and we were waiting for a response to see if you were agreeable to them:

1. Site Plan Revisions - Staff recommended that an alternate site layout be submitted that would reconfigure the parking to capture more useable spaces. More on-site customer parking would be provided while at the same time allowing for outdoor display of the scooters within the property. The property dimensions were not accurate and two of the parking spaces are shown in the public right of way. The area of outdoor display was not delineated. The outdoor display area would have to not interfere with customer parking and be completely on site.
2. Storage Container Removal - Although the site plans show all the containers are used as storage, removal of the container that is used as an office was also discussed. Typically, a condition of approval would prohibit any utility connections to the containers.
3. Reduction of Awning Signage – The total wall sign area allowed is 1.5 x the building frontage (23 ft.). Although individual dimensions for the logos were not provided, the overall signage exceeds 34.5 square feet. It is our understanding that because of the method of application of the sign graphics, removal of the individual signs is not an option. Please let us know if you would consider replacement of the entire awning to comply with the sign code.

In order to complete the staff report, I had given yesterday as a deadline to respond to the issues that have been raised and to provide a revised site layout.

Please reply and let me know if you agree or disagree with the recommended conditions.

Antonio Gardea  
Senior Planner

City of Costa Mesa  
Development Services Department  
Planning Division  
77 Fair Drive  
Costa Mesa, CA 92628

714 754-5692