



The Great Reach Summary of Events

Community Workshops and
Roadshows

July 2014

Community Workshops

May 15, 2013

June 19, 2013

June 29 and 30, 2013

July 23, 2013

August 21, 2013

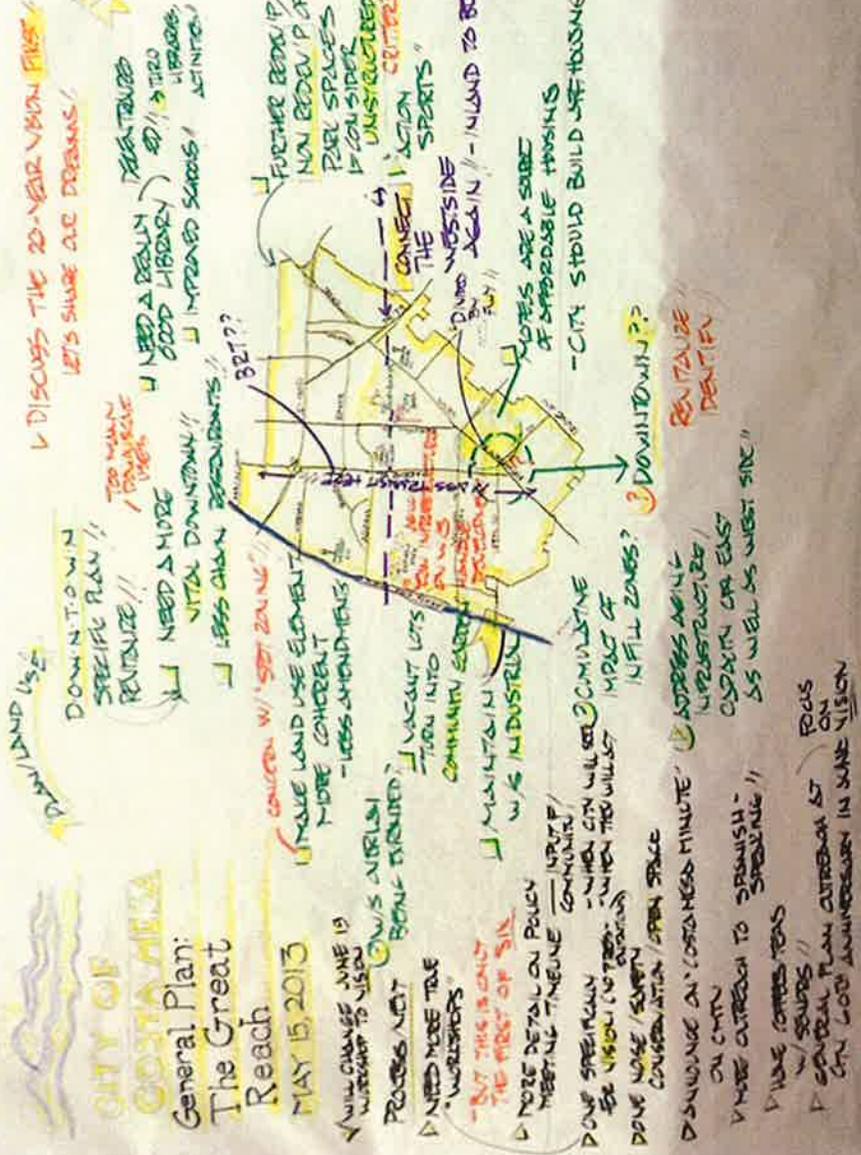
September 12, 2013

September 18, 2013

CITY OF COSTA MESA

General Plan: The Great Reach

MAY 15, 2013



- DISCUSS THE 20-YEAR VISION FIRST
- LET'S SHARE OUR DREAMS
- KEEP LEVEL!!
- FOR DISABLED
- BEING INTERSECTIONS
- SIGNAL TIMING
- MORE MIXED TRANSIT
- REORGANIZED STREETS
- PREMIER CYCLING
- DEVELOPMENT / HOUSING
- TRANSIT
- SEPARABLE TRADING
- NEED SHOPS, REST
- SUBSIDIZING
- PERMANENT AFFORDABLE HOUSING
- KEEP EXISTING MOBILE HOME PARKS
- 2 BILLION DOLLARS NUMBER OF 2
- SHOULD BE FOCUS
- HOUSING NEEDS
- HOUSING STOCK
- LINE WOULD INCREASE TRANSIT NUMBER HOUSING BECOMING BETTER
- DISCUSS W/ HIGHWAY ART TOWN DOWN AFTER THIS HAVING ARTWORK'S 2 UNITS
- WOULD IMPROVE HOUSING STOCK CALCULATION FOR BEST HOUSING ECONOMY
- COMMUNITY NEEDS ASSESSMENT COMING
- DOING A PRESENT CONDITION / NEEDS ASSESSMENT
- WHEN DRAFT OF HOUSING ELEMENT
- CRATIO: HOW MANY REDEVELOPERS IN 2000
- WHERE DID OVERLAP ZONES COME FROM?
- ARE THERE EXTENDED ABILITY
- GROUND (OR 15) DOING BOUND
- IS THERE
- PRICE POINTS
- JUST FOR
- THE 2
- PLANS UNITS? / ZONING TO GO
- WHAT IS COUNCIL THINK IN 2 MEETINGS?
- CONTRAST WITH OTHER CITIES
- CAN UPDATE / AMEND
- DISCUSS W/ HIGHWAY ART TOWN DOWN AFTER THIS HAVING ARTWORK'S 2 UNITS
- WOULD IMPROVE HOUSING STOCK CALCULATION FOR BEST HOUSING ECONOMY

QUESTIONS

IRCULATION

LAND USE

DOWN TOWN
SPECIFIC PLAN!
REINFORCE!!

NEED A MORE VITAL DOWNTOWN!
LESS CHAIN RESTAURANTS!
CONCERN W/ SET ZONING

MAKE LAND USE ELEMENT MORE COHERENT - LESS AMBIGUOUS

NEED MORE TRAIL WORKERS



Great Reach Visioning Workshop City of Costa Mesa June 19, 2013

EVENT SUMMARY

OVERVIEW

As part of its General Plan Update, the City of Costa Mesa hosted a community visioning workshop on Wednesday, June 19, 2013, from 6:00 PM to 7:30 PM at the City's Emergency Operations Center. The workshop's primary purpose was to work with members of the community to understand their ideas and visions for the future growth and development of the City. Participants shared their experiences living and working in Costa Mesa and detailed what they perceive as its strengths (features and assets), issues, and weaknesses. The workshop concluded with a representative from each breakout group summarizing key vision statements developed in conjunction with their peers.

The participants requested six topics to be discussed at subsequent Great Reach events. These topics are: open space, noise, conservation, safety, additional focus on land use, and approving the vision.

COMMON THEMES AND VISIONS EMERGING FROM THE BREAKOUT GROUP DISCUSSIONS

A number of common themes emerged when listening to the breakout groups summaries and evaluating the workshop materials (visioning worksheet, maps, flip chart comments, etc.)

Features and Assets:

Arts and Recreation: Participants identified the arts community as an important distinguishing asset that adds to the cultural diversity of Costa Mesa. Participants agreed that Costa Mesa does a good job providing ample opportunities for all-ages recreation and offers a number of well-utilized parks and open spaces.

Diversity: Participants celebrated Costa Mesa's diversity – diversity in its residents' ethnicity and economic backgrounds, diversity in neighborhood character, and diversity in the types of housing and commercial developments.

Issues and Concerns:

Homeless Population and Traffic Congestion: Participants identified the City's homeless population as an area in need of improvement. They also noted that traffic continues to be a local problem, but could be somewhat alleviated by making it safer and easier to use other modes, such as walking and bicycling.

Community Values:

- Strong ethnic and economic diversity
- Extensive public open spaces as community anchors
- Distinct neighborhood character contributes to larger sense of community

Vision Statements:

- Explore opportunities to expand and create additional public gathering places
- Focus on mobility solutions to improve access and circulation for residents and visitors
- Enhance public safety

Vision for the Future Breakout Group Discussions and Comments

Workshop participants were randomly placed into three breakout groups. Each group identified and discussed community values, Costa Mesa's features and assets, Costa Mesa's issues and concerns, and visions. The following is a transcription of the observations and comments that emerged during the course of the visioning workshop.

GROUP: ORANGE, LIGHT GREEN, YELLOW

Features and Assets:

- Strong live/work mix
- Great access
- Weather
- Good open space
- Cultural
- PAC, Estancia Park, Noguchi [Garden]
- Strong education system

Issues and Concerns:

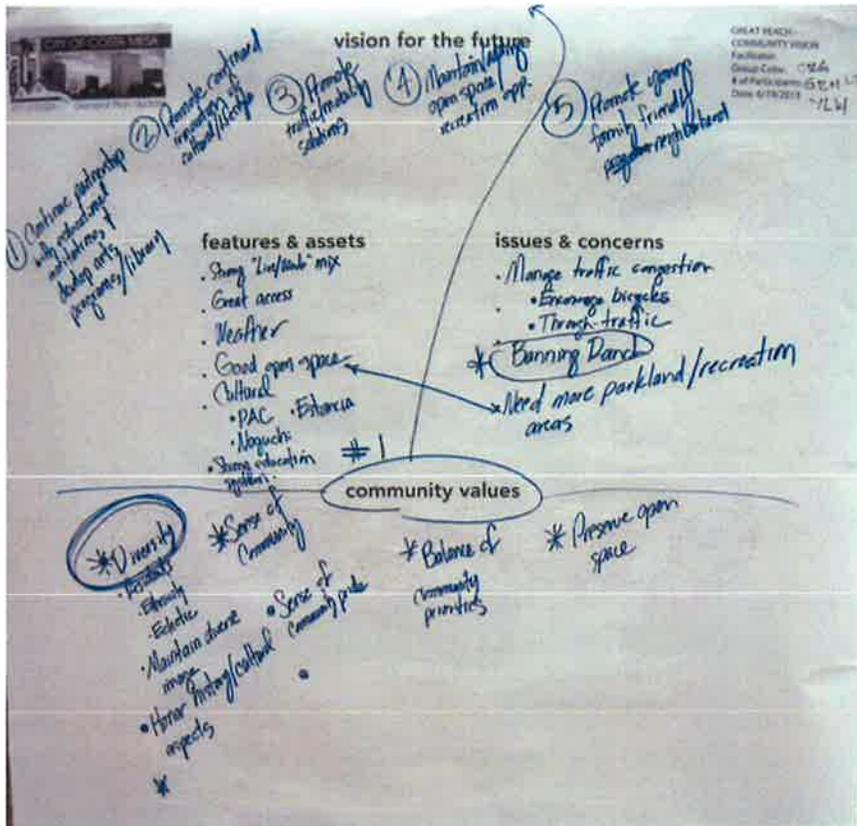
- Manage traffic congestion
 - Encourage bicycles
 - Through-traffic
- Banning Ranch
- Need more parkland/recreation areas

Community Values:

- Balance of community priorities
- Preserve open space
- Senses of community and community pride
- Diversity (residents, ethnicity, eclectic)
- Maintain diverse image
- Honor history/cultural aspects

Vision Statements:

- Continue partnership with educational institutions and develop arts programs/library
- Promote continued innovation of cultural/lifestyle
- Promote traffic/mobility solutions
- Maintain/add open space recreational opportunities
- Promote young family friendly neighborhood



Group: Orange, Light Green, Yellow

Group Orange, Light Green, Yellow Reporting Notes

Envision:

- Educational institutions partnerships, especially with the ARTS
- Innovation
- Creative traffic solutions
- Maintaining open space and recreational facilities
- Promoting strategies that attract young families



GROUP: DARK BLUE, LIGHT GREEN, BROWN

Features and Assets:

- Public safety
- Fairview Park/parks in general as an open space/nature oasis
- Safe streets for bicycles (e.g. Broadway)
- 17th Commercial/Harbor
- Westside – birthplace of action sports
- OCC
- High rise/office complexes
- Fairgrounds
- South Coast Concert Hall
- Arts District
- Diversity
- Climate

Issues and Concerns:

- Senior housing
- Homeless/low income
- Gisler Bridge
- Cut-through traffic (esp. Eastside to Westside)
- Safer bicycle paths/walkability
- Shade for pedestrians
- No downtown
- Slow traffic in residential areas
- More bike racks in commercial centers
- 55 FWY extension completion
- Rampant variances

Community Values:

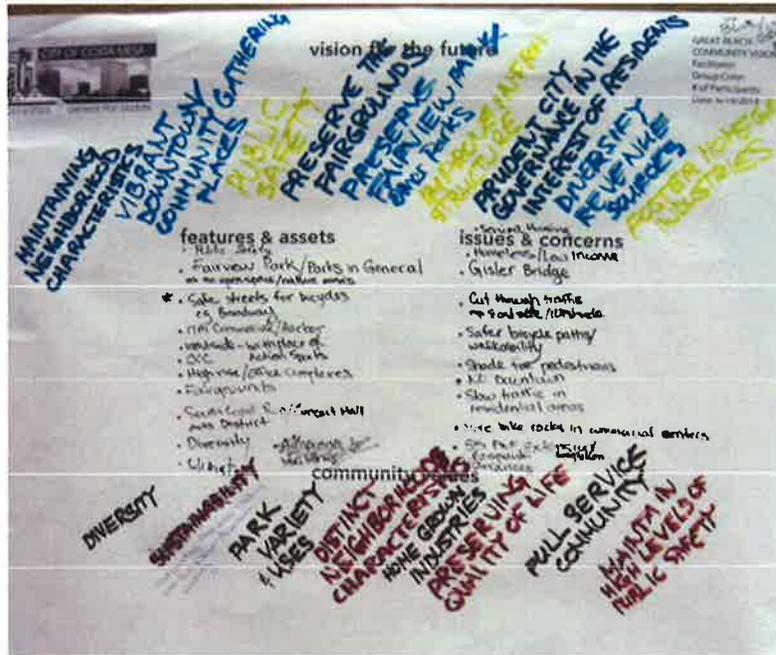
- Diversity
- Park variety and uses
- Distinct neighborhood characteristics
- Homegrown industries
- Preserving quality of life
- Full service community
- Maintain high levels of public safety
- Incorporating long term thinking into short term discussion

Vision Statements:

- Maintaining neighborhood characteristics
- Vibrant downtown community gathering places
- Public safety
- Preserve the fairgrounds
- Preserve Fairview Park/other parks
- Improve infrastructure
- Prudent city governance in the interest of residents



- Diversity revenue sources
- Foster homegrown industries



Group: Dark Blue, Light Green, Brown

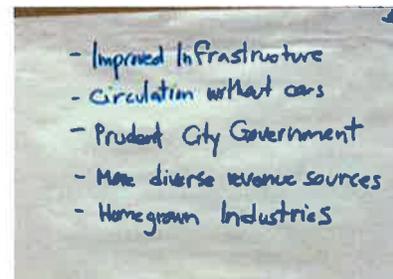
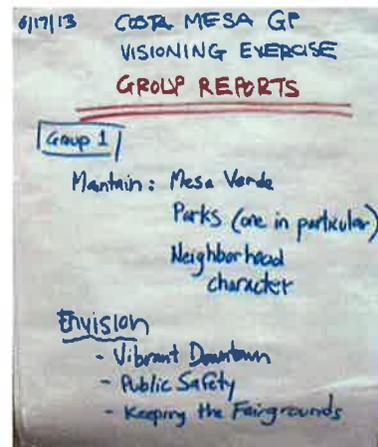
Group Dark Blue, Light Green, Brown Reporting Notes

Maintain:

- Mesa Verde
- Parks (one in particular)
- Neighborhood character

Envision:

- Vibrant downtown
- Public safety
- Keeping the fairgrounds
- Improved infrastructure
- Circulation without cars
- Prudent city government
- More diverse revenue sources
- Homegrown industries



GROUP: DARK GREEN, RED, DARK BLUE

Features and Assets:

- Fairview Park
- South Coast Plaza
- Parks/tennis center/open space
- Youth sports/recreation
- Eastside/eclectic nature
- Trees in public realm
- Neighborhood character
- Performing arts center

Issues and Concerns:

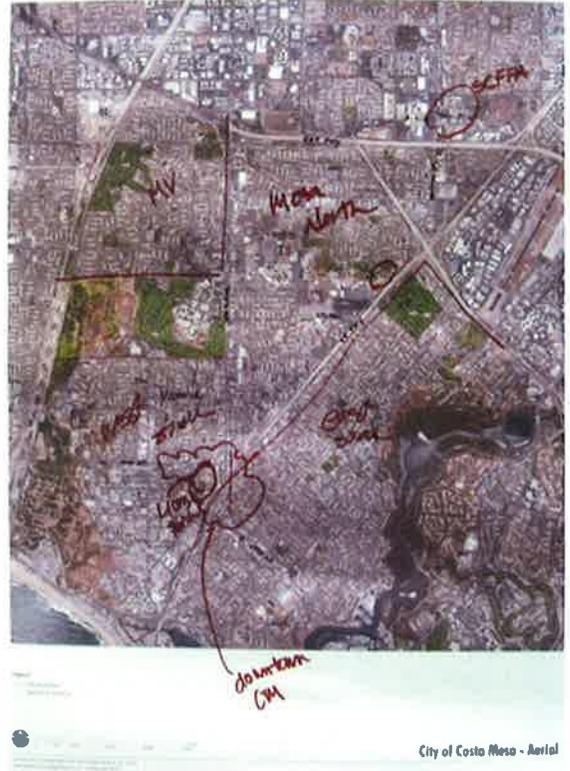
- Public safety
- Easy access for public responders
- Lions Park/homeless
- Traffic on Newport Boulevard
- CM downtown?
- Cut and cover on Newport Boulevard – impact on businesses
- More bike friendly trails and bike racks at parks

Community Values:

- Pre-neighborhood character
- Protection of the natural environment (Fairview)
- Schools/education
- Help those in need
- Regional issues (traffic/homeless)
- Community spaces – break out of enclaves

Vision Statements:

- Support safe pedestrian and bike paths
- Retain neighborhood character
- All of Costa Mesa will be educated
- Public safety
- Broad based economy
- Preserving/promoting ethnic diversity
- Public gathering spaces
- Diverse recreation
- Green public transportation (trolley)



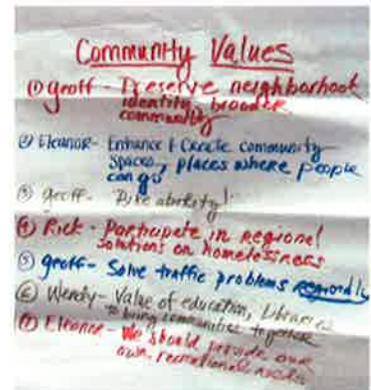
- **Great Features**

- Parks and open space
- Youth sports; parks
- Eclectic eastside
- Sense of community



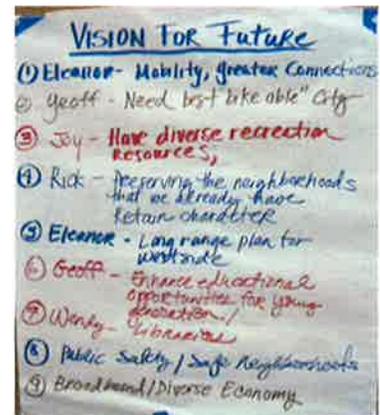
- **Community Values**

- Preserve neighborhood identity, broader community
- Enhance and create community spaces; places where people can go
- Bikeability
- Participate in regional solutions on homelessness
- Solve traffic problems regionally
- Value of education; libraries to bring communities together
- We should provide our own recreational needs



- **Vision for the Future**

- Mobility, greater connections
- Need best bikeable city
- Have diverse recreation resources
- Preserving the neighborhoods we already have; retain character
- Long range plan for Westside
- Enhance educational opportunities for young generation
- Libraries
- Public Safety, safe neighborhoods
- Broad based, diverse economy



General Plan Update Survey
60th Anniversary Festival – Staff Booth
June 29th – 30th, 2013
 232 surveys

What are Costa Mesa's Greatest Strengths and Assets?			
Category	Total	Category	Total
Schools	136	Public Safety	66
Neighborhoods	135	Recreational Opportunities	61
People	133	Streets/Roads	53
Parks/Open Space	131	Institutions/Hospitals	52
Arts & Entertainment	113	Bike facilities	41
Housing	103	Commerce Business	39
Cultural/Social Activities	70	Job Opportunities	38
Sports/Fields	70	Natural Resources	35

Other Comments

- Shopping mall
- Free concert
- Proximity to beach

Top 5 Community Values that are Important to You			
Category	Total	Category	Total
Maintain Safe Communities	157	Promote Economic Prosperity	84
Enhance & Create Parks/Open Space	110	Create Vibrant Downtown	81
Preserve Neighborhood Character	98	Preserve Environmental Quality	77
Promote Educational Excellence	98	Manage Traffic/Circulation	74
Create Places for Young People	88	Create Sustainable Development	61
Promote Bikeability & Walkability	85	Develop Visually Attractive Community	59

Other Comments

- Library (improve)
- No high density- no more traffic

Top 5 Focus Areas for Enhancement or Improvement			
Category	Total	Category	Total
Affordable Housing	90	Family Restaurants	51
Schools	84	Arts/Culture	47
Jobs/Housing Balance	75	Bike Facilities	45
Streets/Roads	72	Natural Resources	45
Neighborhood Character	66	Walkability	45
Public Safety	65	Residential Density	31
Education	63	Sports Fields	29
Parks/Open Space	61	Recreational Opps.	25
Traffic/Circulation	57	Commerce/Business	17
Ownership Housing	53		

Other Comments

- Leave the parks alone and add dog parks
- Good restaurants
- Swap meet
- Hospitals
- Better police response to known drug houses
- More free concerts
- More single family houses
- Homeless
- Accountability for current unsafe emissions Placentia –toxic

What do you envision for the Costa Mesa Community in the next twenty years?

- More business, events, and attractions
- Expansion in art and culture activities for all ages
- A safe and eco-friendly community
- Take out plate that says Broadway 1st concrete street
- See increasing high density, i.e., noisy housing and crowded streets (2)
- A welcoming community for all, with effective mobility (biking, walking, public transit), grow spaces and an expanded citizenry
- Please give a new lease to the trains and don't add light to Fairview. Let it be what it is.
- Clean parks and more cultural gatherings to share art and music
- Safe community with focus on educational excellence
- Move the arts program in schools
- Modern refurbishments in commercial areas
- A Wal-mart in Costa Mesa
- Positive growth with new facilities

- Library development
- Better or no hotels or motels on Harbor Blvd. or Newport Blvd. (2)
- More redevelopment
- Jobs for legal residents – no more welfare because there are jobs for growing young people to step into – drug free!
- Better economic and more jobs for fire dept. and police – to keep Costa Mesa and Orange County safe
- A safe community with open space, passive parks near improved libraries where we respect and honor all individuals and protect their quality of life in their neighborhood
- Lots of diversity and lots of outdoor activities
- A building for the American legion and other veteran organizations
- Continuation of community outreach activities and programs
- Collaborative and driven community
- Affordable and expansion of housing
- Less low income housing and apartment communities
- Improve streets, neighborhood watch, crime prevention, subsidize housing
- Safe, economically prosperous, diverse community with much preserved open space



Great Reach Visioning Workshop

City of Costa Mesa

July 23, 2013

EVENT SUMMARY

OVERVIEW

As part of the General Plan Update program, the City of Costa Mesa hosted a community visioning workshop on Tuesday, July 23, 2013, initially planned to last from 7:00 P.M. to 8:00 P.M. on the City Hall front lawn. However, because a large number of attendees wished to comment, at 8:00 P.M. the meeting moved inside to the City's Emergency Operations Center and continued until approximately 9:45 P.M.

In order to increase attendance over previous workshops and allow for family participation, the event was extensively publicized and included a child-oriented activity followed by a movie on City Hall lawn. Approximately 60 to 70 people attended the initial one-hour workshop, and approximately 35 to 40 attended the extended workshop in the Emergency Operations Center.

The workshop's purpose was to build on prior visioning exercises at workshops in May and June, and to obtain input and receive comments from as many members of the public as possible regarding the Vision for Costa Mesa and more specifically, particular issues the community wished to be addressed in the General Plan's updated Land Use and Circulation Elements. Mr. Gary Armstrong, Deputy CEO/Development Services Director and Mr. Rick Zimmer, Director of Planning Services for MIG | Hogle-Ireland (the consultants assisting the City with the updates) moderated the workshop.

The format for the workshop was simple. Following opening remarks by Mr. Armstrong, all attending were invited to make whatever comments they wished, and those comments were written on flip charts.

The following are the comments as they appeared on the flip charts prepared during the workshop (edited for clarity and grammar) and presented in the order the comments were made. The number in the parentheses refers to the number of times the comment was made.

Staff receives comments and varying opinions on a number of subjects and issues related to the General Plan and staff only reports the issues raised at the meetings. Staff is meeting with a broad cross section of stakeholders in the community including residents, land owners, business owners, community groups, builders and developers, and others. All of this information is being compiled and will be provided to the decision makers as we move through the General Plan Update process.

COMMENTS FROM THE 7:00 TO 8:00 P.M. SESSION

Open Space Parks

- Continue planning for open space and recreation (2)
- Need park areas for existing and new residents
- Consider community gardens
- Require parkland dedication for new developments
- Use Banning Ranch as a nature preserve
- Focus on and expand urban agriculture; the City of San Diego has guidelines that can be followed
- Preserve open space (2)
- Keep Fairview Park as natural
- Provide more parks
- Preserve park space
- Preserve the train at Fairview Park (2)
- Preserve Banning Ranch as open space (2)
- Open space in the City is limited
- Preserve land at the end of 19th Street as open space
- Do not consolidate parks
- Provide public gathering spaces in downtown
- College Park fails to meet 2002 park access

Infrastructure Traffic

- Consider impacts to Costa Mesa from the development of Banning Ranch
- Do not allow street widening to serve Banning Ranch
- There is insufficient infrastructure for motels on Gisler and Harbor Boulevard
- Remove the 17th Street extension from the Master Plan of Highways
- Include green streets in the General Plan
- Provide for alternative transportation (bicycles, walking)
- Consider pedestrian safety
- Consider periodic street closures for pedestrians and bikes similar to Ciclavia in Los Angeles
- There is too much traffic
- Bike lanes on Broadway Street are not safe
- Traffic control should be first priority
- 17th and 19th Streets should be designated as two-lane not four-lane roadways

Density

- In-fill development is too high density; problems for schools and traffic
- Affordable housing is needed for the families in the motels
- Minimize high-density developments (3)
- Minimize high-density housing because of incompatibility with adjacent land uses
- Oppose high-density housing, including plan to replace mobile homes on the Westside
- Current parking ratios for high-density housing is too low (2)

- Limit future growth
- No high-density housing (2)
- High-density housing at 1901 Newport Boulevard is not a good example
- If motels on Harbor and Newport are developed as high-density housing, ensure proper distance between them and the adjacent single-family housing
- Density should allow for large family housing
- Proposition 13 caused residential developments to not pay for itself for cities. Thus, more residential density is more cost to the City
- Mobile home parks are at a good density
- High-density and parking on the Eastside are issues
- Do not approve variances to allow high-density housing
- High-density housing is not the right trend for the Westside

Community Character

- Preserve the neighborhood and people in the Westside
- Local motels on Harbor Boulevard contribute to high crime and use too many resources
- Rolling Hills Mobile Home Park at Newport Boulevard and Ford Road provides good affordable housing for seniors
- Future single-family homes should be low density and have private yards
- Minimize City indebtedness for future residents
- Need for senior housing near/on Harbor Boulevard due to dense commercial uses and transportation
- General Plan should have a Library Element
- Increase City library services
- Senior and disabled residents should be kept safe
- Provide shelters for the homeless
- Incorporate Banning Ranch into General Plan even though the property is not in the City
- City has a live and let live philosophy. Do not add new restrictions, such as limiting parked cars on front lawns
- Preserve the Westside as it is
- Maintain Westside mix of income groups
- Westside provides a variety of housing for seniors, all income households, especially the working class (2)
- There is no one size fits all on the Westside
- Plan for a City (not County) library (2)
- Costa Mesa is suburban development not urban development. Keep it that way.
- Add more character to housing developments to keep them unique
- Bring back downtown area, with mom and pop stores
- Provide public gathering spaces in downtown
- Too many variances are being approved for new development – makes General Plan and development Code policies meaningless
- Orange Circle in Orange is a good concept for Downtown
- Pay more attention to arts and culture
- Westside diversity (age, income, race, culture) should be preserved
- Look for quality development not quantity development
- Preserve the uniqueness of Costa Mesa – small town ambience

Business/Industry

- Continuing reduction of middle class jobs and manufacturing is a problem
- Costa Mesa has healthy commerce
- Growth and prosperity need to be controlled
- 18th Street industrial zones provide jobs, services to boats and beach-style garment industry

General Plan process, issues

- There should be more workshops on visioning for the General Plan (2)
- City needs more General Plan land use meetings than just one
- There needs to be more involvement in creative planning for the workshops

COMMENTS FROM THE 8:00 TO 9:45 P.M.

Open Space Parks

- Current limited open space does not allow for increased density (2)
- Open space on the far west side is a real gem

Infrastructure Traffic

- Density is a problem without adequate parking
- Newport Boulevard divides the town; it is an artery to beach, not to Costa Mesa
- Need more walkable community with less dependence on automobile
- Harbor and Newport are primary access to/from Hoag Hospital. More congestion limits response time
- Level of Service at many intersections is currently below D. Do not allow F or lower
- Pass-through traffic to Newport Beach on 17th, Harbor, and Newport is a Caltrans issue
- Lowering Level of Service traffic standards allows developers to get by without mitigation/improvements to fix intersections

Density

- Do not allow the density to be too high
- Density is a problem without adequate parking
- City is already built out. New density cannot solve existing traffic issues.
- Limit high rise development to north of I-405
- Market desire for lower-density housing
- Market progression for residents – apartment to condo to townhouse to single-family home

Community Character

- Need more walkable community with less dependence on automobile
- Quality of life is important
- “Pride” is an issue in rental versus ownership residential
- Consider family issues for apartments – where do they go for recreation, schools, etc.
- Review infill policies

- Maintain current standards
- Preserve unique community (2)
- Preserve and incubate for surf-action sports businesses (2)
- General Plan is a 30-year plan. Requires 2-3 years or more to prepare. Goals and policies need to reflect community desires
- Retain suburban feel
- Well-planned projects can solve many of the issues/concerns
- Combine smaller properties to allow enough space for good planning/design
- Can the City provide incentives to improve motels?
- Need quality manufactured housing
- Reduce ability to re-use mobile home parks
- Perhaps include a mobile home park zone
- Land use decisions should be made by two-thirds vote of electorate
- The culture of Costa Mesa is important
- City should not buy “loser” properties – poor financial decision
- Historic preservation is desired
- A downtown is important
- Westside is a good example of the eclectic nature of Costa Mesa
- There is an impact on stopping development completely. Impact comes from market forces, prices, etc.

Business/Industry

- Balance commercial, industrial, residential uses
- Businesses should thrive, but not at cost of degradation of the community

General Plan process, issues

- General Plan is a 30-year plan. Requires 2-3 years or more to prepare. Goals and policies need to reflect community desires
- How does the information from these workshops become incorporated into the City Council decisions?
- Desire for more emphasis in workshops on land use
- City needs to review and confirm the email/notification list being used for the workshops
- City should note that the general direction of community input has been consistent
- The City’s website should include a record of these workshops
- The General Plan map on the website is poor quality
- What is the level of specificity that goes into the General Plan?
- Need to discuss issues, constraints, opportunities – reality of level of change and rate of change
- Do residents desire a priority level for issues?
- People desire to be heard. How do they get their comments to the City Council?



Great Reach Visioning Workshop

City of Costa Mesa

August 21, 2013

EVENT SUMMARY

OVERVIEW

As part of the General Plan Update program, the City of Costa Mesa hosted a community workshop on Wednesday, August 21, 2013. The workshop included three sessions: introductory session, visual preference survey, and a question and answer session. The workshop's purpose was to build on prior exercises at workshops in June and July, and to obtain input and receive comments regarding residential densities and land use types. Mr. Gary Armstrong, Deputy CEO/Development Services Director and Ms. Laura Stetson, Principal for MIG | Hogle-Ireland (the consultants assisting the City with the General Plan update) moderated the workshop sessions.

The introduction session took place on the City Hall front lawn. In order to increase attendance over previous workshops, the event was extensively publicized and included a child-oriented activity during the initial one hour of the workshop, allowing parents to attend the workshop. During the transition to the City's Emergency Operations Center for the other workshop sessions, participants were asked to comment on boards that asked a series of questions regarding housing density. On the following page are the comments as they appeared on the boards recorded during the workshop (edited for clarity and grammar).

The second portion of the workshop took place in the City's Emergency Operations Center and involved a visual preference survey using a PowerPoint presentation. Every attendee received a remote control device (clicker) where they could use the device to vote for a particular land use preference for eight different nodes throughout Costa Mesa. The three land use choices were residential, commercial, and mixed use. The secondary question for each node related to the density and scale of the residential projects, if the participant originally selected residential. As each node was presented, attendees could vote on the type of land use and density range using their clicker. The results of the voting were shown live for each land use node.

The third portion of the workshop involved questions and answers from workshop participants. Gary Armstrong and Laura Stetson fielded the questions. Questions and answers were recorded on a wall graphic included at the end of this summary.

COMMENTS FROM INTRODUCTORY SESSION

What does “high density” mean to you?

- 50 to 100 dwelling units per acre
- High density is having any particular lot as full as possible. Currently too many variances for this type of building.
- High density to me means Big money for City and Developers without regard to quality of life for present residents and ultimately even the new residents.
- A lot of people in a small space. Overcrowding. Lack of choice as to how one lives. Greed for extra taxes and landlord profit.
- I love the mixed use live/work concept. Especially redevelopment of existing.
- Around commercial corridors – good planning. W. 19th St./E. 17th St.
- High Density - parking in neighborhood-on streets. Traffic. \$ [money] for developers.
- High density appears to be open doors for crime, DUI's, and unfavorable living conditions.
- Need steps to preserve mobile home parks - special zoning? Encourage more senior parks to provide low/moderate housing for seniors.
- Density is an efficient use of a very precious resource, land.
- Infrastructure burdens - traffic, crowded parks, etc.
- I want to see affordable rental housing for low income families.
- Need higher density in certain areas in order to attract the right retail and entertainment businesses.
- High Density means loss of open spaces, nature, and healthy living conditions.
- Costa Mesa is 36th most dense city - do not make it worse!
- Density = vibrant, eclectic community homes at reasonable prices.
- Costa Mesa already high density, don't need more.
- Avoid constant use of variance to allow developers to squeeze in more and more units in less and less space.

- High Density should include transforming undesirable hotels/motels into homeless care. Our city does nothing for the homeless, except drive them further into homelessness, shame, and degradation.
- Kids and grandkids need open air and so do you!
- Less waste, less parking, more traffic, less natural light.
- Westside does not need “upgrading”- current usage just fine - no underutilized properties - you don’t need to fool around with it - will have a detrimental effect.
- High density seems to be calling forth smog, noise, pollution, traffic - unfavorable conditions.
- We want more parks, less concrete!
- Keep existing requirements for R1, R2 and parking. Do not allow more homes in smaller spaces.
- High density shall not be an excuse to raid Banning Ranch.
- High density is the opportunity to have a vibrant downtown where people can walk to restaurants and shops.
- Transient residents. High Crime.
- Overcrowding due to variances.
- Anything over two stories equals high density.
- High Density equals profit for some and headaches and unpleasant city for many.
- I don’t want the Westside to be in “High density”.
- High Density is greater than eight living units per acre.
- More crime, more problems all the way around (from sewer, water, schools, etc.)
- Reinvestment into the Westside should be for the benefit of the citizens on the Westside. Not to attract those into the city so as to drive those that live there out.
- High-density equals traffic congestion, school overcrowding, noise, trash cans, taxpayers footing the bill for public services and infrastructure.
- 7,000 people per square mile maximum.
- High density needs to be planned properly and only in specific areas. Traffic impacts must be considered, as well as current residents needs.
- Don’t focus on Westside.
- High-density - too many cars, too many people, smog, pollution, noise.

- First, High Density is, in part, a function of usage, and how much you may want can depend on how much you have – Costa Mesa is already a high density city, I question the need for any more, except perhaps low income senior housing.
- No open space = bad.
- Crime, without more protection.
- Any density approaching the 333 story units on 1.6 acres is too high.
- Lack of community/accountability.
- Depends on where. We need to change the current definition in general plan to be higher and consistent with neighboring cities.
- More space. Less Density. Less Burger Joints.
- Urban redevelopment is key to revitalizing the economy and providing the community with assets that we need.
- Convert hotels into homeless shelters.
- Lack of open space. Further worsening of already horrible traffic, especially NB and 19th, NB and 17th.
- Too much traffic/pollution!
- I don't mind high density as long as there is enough open space per resident.
- 100% Support! High Density Development is necessary for infill markets. Costa Mesa could be a great city like San Diego with proper planning.

Other General Plan Comments/Questions

- Make a priority of preserving Banning Ranch as open space.
- Remove 17th and 19th St from MPAH.
- Take the 10 parking spaces off of general plan - no parking needed there.
- No more development at Fairview Park.
- General Plan less parking per unit. Why have "guest" parking spaces?
- Leave Fairview Park natural! No ball fields or other constructions.
- No flashing signs.
- Changing the zoning from R-1, R-2 to R-16+.
- I don't like voting on pictures without knowing where they are planning to locate them within our city.

- The city is built-out, so new development/projects in place of old projects is the only way to attract the best and bright to Costa Mesa!
- Get 17th and 19th Streets off the arterial plan of highways.
- Pay attention to noise impacts and minimize them.
- No more parking lots at Fairview Park.
- Motel/Hotels Solutions are needed. No Zone? Other Solution.
- No widening of 17th St. or 19th Street on Westside!
- Why not consider rehabilitation centers for the homeless- places where Costa Mesa jobless can have jobs in the centers, and the homeless be united with their families.
- Need more housing for no/low income homeless - in the Eastside and South Coast metro.
- Don't go wreck our neighborhoods with high density and cut through traffic.
- Safe bike trails - for bikes and cars!
- More housing closer to the shore, easy access to business districts and Newport/Huntington Beaches.
- No homes on end of Whittier- leave it quiet and pleasant and safe as it is.
- Keep 17th St. a 2-lane road- do not expand to more lanes. Thanks.
- No Electronic Billboards.
- Open space - take steps to preserve Banning Ranch as open space.
- Take 17th and 19th St W. of Placentia off the Orange County Map of Arterial Roads.
- Provide public transportation and bike paths to ease circulation- especially if you're going to increase density.
- Eliminate widening of W. 17th St. west of Placentia.
- Why are there only white folk here?
- Any plans for Vista Center? (El Matate, etc.) on Placentia and 19th? Don't want to change the character of the area but the Westside needs a nicer retail Center with, perhaps, small family sit-down restaurants and better shops.
- Do nothing - leave as open space-natural state, everything doesn't need to be filled up.
- We need smart development, not variances that create imbalances in neighborhoods.
- For new development, need a ratio of community recreation space to built space.
- Nice, modern looking condos, multi-family townhomes, etc. that appeal to younger population.
- No privatization of public resources at Tewinkle Park or anywhere else!

- Maintain open space! Keep Fairview wild! Keep development out of Banning Ranch!
- Love the Urban Plans. They are encouraging land sales and bringing smart, successful people to our town.
- Any redevelopment upgrades the city across the board.
- Need to maintain current overlays and urban plans. They are starting to work.
- A specific bicycle plan that enables travel to and from existing trails in addition to creating new, safe lanes on streets.
- These residential areas look like Irvine or Santa Ana - that is why we live in Costa Mesa. We need our own style.
- No Variances.
- Greenways! Connecting non-vehicular travel paths and parks.
- Need more bikeability - East/West.
- Bike trails... more of them!
- Urban Plans could help the motel issues!
- More/better Parks!
- Bike Paths, more connecting North to South.
- Save the wildlife.
- I would be willing to tolerate more traffic on Newport/Westside for a number of years to find a solution long term.
- I want a real downtown with apartments, great restaurants and things to do.
- Bike trails Master Plan.
- Improve shopping center at 19th and Placentia.
- Recreation use/Green Areas.
- Connecting bike trails in the best possible thing!
- Newer, modern medium to high density communities along western Costa Mesa.
- Allow more traffic on Newport Blvd that will allow Westside to redevelop.
- In order to redevelop we understand density is required. We just want smart, reasonable development.
- More police needed to control crime in motels.
- Let's all follow the rules and not change things because we want to.
- Support for Westside overlays.

Comment Cards

- Implement medium to higher density residential, mainly apartments, for both affordable tenants and market rate tenants. Senior housing - 50 units per acre. Multifamily density - 30 units per acre. Three to four stories works fine along W. 19th St, Harbor Blvd., Newport Blvd.
- 1) Westside Overlay, 2) Get rid of motels, 3) 55 Freeway-Ending.
- No talk about the rights, voice, and views of the citizens involved in any change. We must have the right to vote not just be heard on land use as it affects our quality of life. Also, no talk about added tax burden on the average citizen of Costa Mesa in any change.
- Commercial/choice needs three options: retail, light industrial, and mixed use. Residents per bedroom needs to be codified to control density in multifamily structures.

COSTA MESA
 AUGUST 21, 2013 *WORK-TIME*

THE GREAT REACH → GENERAL PLAN UPDATE
 UPDATES!
 19th STREET → TWO COMPONENTS
 - LIMITED CHOICE → IN PRESENTATION (REFINE)
 - 19th STREET → 19th STREET

WHAT INCENTIVES?
 - MANY → PLANNING PROCESS
 - DEFINED IN COSTA MESA CORE
 - DENSITY? DENSITY UNITS/PER ACRE
 - PREPAREDNESS! PEOPLE PREPARE SURVEY

CONCLUSIONS OF PRESENTATION (MADE PUBLIC?)
 - HOTEL ROOMS?
 - COSTA MESA INN (ISSUE)
 - TOUGH TO THOUGHT (THOUGHT)

SEE - COST ANALYSIS (MOTION IN RETURN)
 HOTEL VS RESIDENTIAL
 DECENT FAMILIES UNING IN MOTEL
 → AFFORDABLE HOUSING FOR FAMILIES
 - GRANTS
 - OTHER TOOLS
 W/ NON-PROFIT

WHY MOTELS?
 - SEPARATE/UNIQUE
 - 19th STREET → 19th STREET
 - 19th STREET → 19th STREET

MORE COMMERCIAL - OPTIONS
 - NEED FOR SOME NOTES
 - LIGHT INDUSTRIAL (OPTION)
 - SPECIFIC CONVERSION IDEAS:
 - FOR HOTELS
 - LIKE DIRECTION CITY IS GOING
 - GET AS OF HOTELS

EAST 19th ST LIKE 19th ST
 - DIVERSIFIED IDEAS

IMPACTS TO RESIDENT (PROPERTY VALUE)
 - TRAFFIC - IDLING CARS → NO CONSIDERATION CHANGE
 - PARKING - COUNTS TO RESIDENTS
 - UPGRADE

IN APPROPRIATE TO PICK MOTELS
 - RISK OF EMITTING DOMAIN → DATA STRATEGIC TO ON DEVELOPER LAND
 - NO INCREASE IN TRAFFIC
 - LOOK @ OTHER APPROACHES
 - WHERE ILLEGAL ACTIVITY OCCURS "DO NOT WANT" TO DO?

CARETAKERS OFFERED TO DEVELOPERS (WHY)
 - JUST GET RID OF PROBLEMS @ MOTELS

TOOLS?
 - HOW TO REMOVE MOTEL RESIDENTS
 - HARDBER BLEND → WHY AND STRAIGHT TO DEVELOPMENT
 - COMMERCIAL BOULEVARD
 - NO HOUSING DENSITY WILL CREEP INTO SINGLE-FAMILY NEIGHBORHOODS
 - BEGINNING OF THE END" → NODE ZONING
 - "HOW FAR TO GO W/ SOME BLURRED MAPS"

BETTER NOTIFICATION SYSTEM
 - PROCESS DEVELOPER DRIVEN
 - COMMERCIAL NEXT TO HOUSING → SHORT SIGHT

NEED TO BE ADDRESSED IN
 - W/ POLICE
 - MOTEL OWNERS → BE RESPONSIBLE
 - MORE TRAFFIC

Visual Preference Survey Meeting
 Costa Mesa General Plan Update – The Great Reach
 August 21, 2013



Great Reach Workshop

City of Costa Mesa

September 12, 2013

Vision Statement Concepts Summary

Overview

As part of the General Plan Update program, the City of Costa Mesa hosted a Community Vision Statement Concepts Workshop attended by 29 community members on September 12, 2013. The workshop was held at the Neighborhood Community Center from 6:00 P.M. to 8:00 P.M with the primary purpose of collecting community feedback on 12 proposed Vision Concept Statements. What follows is a summary of the community input.

Vision Statement Comments

Twelve preliminary vision statements were presented for community input. The Vision Statements were arranged on display boards and shown to the participants prior to the meeting. The outreach team encouraged each person to consider the vision concepts, then place a yellow sticker indicating whether they “Support” the Vision Statement, “May Support, If” wording was changed, or “Do Not Support” the statement. The following shows the number of votes for each statement. Verbal comments were captured by outreach staff and are included below the corresponding Vision Statement.

Vision Statement #1	Support	May Support If...	Do Not Support
Costa Mesa is a vibrant, engaged community that embraces its history, values its eclecticism, and promotes economic growth that sustains high quality of life.	19	8	4

- Economic growth leaves the door open for additional development; perhaps development height, scale, and uses that are not desired.
- Concerns with group homes and other uses locating within Costa Mesa.
- Costa Mesa residents value their quality of life and desire a continued high quality of living in future developments’ design and expansion.
- Concern that high density types of development may affect or lower that quality of life.
- Believe economic growth stems from the marketplace. As such, the City of Costa Mesa should not adopt policies to promote development.

Vision Statement #2	Support	May Support If...	Do Not Support
Costa Mesa will always be an inclusive, multi-generational, and economically and ethnically diverse city.	18	9	5

- Would like to modify the text to encourage the “respect and promotion” of diversity.
- It is not the City’s role to micromanage demographics.

Vision Statement #3	Support	May Support If...	Do Not Support
Costa Mesa is a community of distinctive neighborhoods, where young families, families with school-aged children, singles, and seniors live in a mix of housing types.	14	8	8

- Modify statement to read “Costa Mesa is a community of distinctive neighborhoods.” Eliminate the remaining text.
- The City can only control the type of housing built, not who purchases property.
- Concern with 3 story development adjacent to single story.
- New development character needs to be compatible within an immediate neighborhood/community, respecting both the scale and character.
- Encourage the development of senior housing and facilities to accommodate aging population.
- Need to change the tenure ratio from rental to ownership.
- Costa Mesa should retain its character by not allowing higher density housing.

Vision Statement #4	Support	May Support If...	Do Not Support
Costa Mesa will not become stagnant; the city will change over time to anticipate demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs	9	12	5

- Maintain balance between renters/owners.
- Have a strong desire to maintain the character of the city and its neighborhoods.
- Aware that increased density increases developer profit. Community members enjoy a stable, high quality of life; they are concerned about the disruptive nature of development and construction.
- The City is not nimble; it needs to plan for future demographic shifts that it wants today. The community needs to be proactive rather than reactive to prevent the need to adapt to changes after the fact.
- City is built out and is not a blank canvas.
- Redevelopment works if you respect neighborhood quality.
- Need Smart Growth.

Vision Statement #5	Support	May Support If...	Do Not Support
A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports the tax base, and sustains the ability of the City to provide high quality services for all residents, including expanded housing opportunities at all income levels.	7	14	6

- Concern about attracting the “right” types of businesses.

- “Expanded housing opportunities at all income levels” should be stricken from the statement.
- Ensure that adequate infrastructure exists to support growth and development.
- The growth plan should contain reasonable limits in order to be sustainable.
- Consider attracting high tech and sustainable business to the city. Additionally, the Westside could become a “green” business center.
- Businesses that come to Costa Mesa should create jobs; a strong employment base is critical to the economic health of the city.

Vision Statement #6	Support	May Support If...	Do Not Support
Costa Mesa’s retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; and from auto-oriented boulevards to an internationally recognized shopping mecca.	11	13	3

- Streets need to be bike friendly.
- Traffic plans should increase pedestrian orientation to allow residents to walk between neighborhoods.
- Need to create more pedestrian areas; the city should be pedestrian friendly throughout.
- Use the Westside area around 18th /Newport (near the Side Street Café) as a template for future pedestrian development.
- Newport Boulevard and some parts of Harbor Boulevard are not pedestrian friendly.

Vision Statement #7	Support	May Support If...	Do Not Support
Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.	12	11	3

- Promote a streamlined process for businesses that creates a culture and an environment to promote incubators.
- Use caution on the types of businesses allowed within the city. Participants do not want to invite the potential blight that can stem from massage parlors, tattoo salons, tobacco shops, etc.

Vision Statement #8	Support	May Support If...	Do Not Support
Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.	11	14	5

- Concerned that “enhance” really indicates a negative change. They do not want to intensify the current use of existing parks and are afraid of changing the park’s purpose.
- Wary the “flexible new spaces” as it may mean taking away from existing facilities.
- Fairview Developmental Center is an opportunity for open space and park development.

- During the planning stage of a park enhancement, a neighborhood’s desires and wants should be considered, or the enhancements may not be liked and underutilized by the community.
- Parks can be overused; the City will need to commit to maintenance or to “continually enhance” park infrastructure.
- Gathering places are needed.
- Natural parks and parks should be tailored to serve the needs of young families. A few of the participants disagreed with the tailoring of parks for young families.

Vision Statement #9	Support	May Support If...	Do Not Support
Costa Mesa will incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an improved environment for future residents and businesses.	13	12	6

- Sustainable principles are desirable, but they should not occur at an unreasonable expense to businesses.
- Costa Mesa should not impose environmental regulations. For example, an individual or business should have the option to choose solar (or not).
- It is very difficult to manage water runoff totally onsite.
- Encourage “green” development and be conscious of how to “incentivize” to reach set goals.
- This Vision Statement should be worded with softer language.
- Need stronger stewardship of environmental resources to promote and retain ecological areas.
- Need to confirm the availability of a long term water supply. Potentially, the City should explore the possibility of implementing desalinization technology.

Vision Statement #10	Support	May Support If...	Do Not Support
Costa Mesa is a City of the Arts: a “place” to experience and enjoy visual and performing arts and cultural events. The City fosters creativity and cultivates cultural enrichment and lifelong learning.	25	0	2

- The arts should be promoted by private interests or non-profit organizations; City should not micromanage the arts.
- The City could increase support for the arts. For example, Los Angeles advocated the arts and the surrounding area improved, and attracted a younger crowd.
- Noguchi Garden should be supported.
- The City has a Cultural Commission.
- Culture and learning are important to the community.
- Better libraries are needed.

Vision Statement #11	Support	May Support If...	Do Not Support
Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa’s road network will be retrofitted to put local mobility needs first. New developments and	22	7	2

public spaces will be designed with transit, pedestrians, and bicycles in mind.			
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- The City should commit to bike circulation and connectivity.

Vision Statement #12	Support	May Support If...	Do Not Support
As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled.	15	11	2

- The City should explore the development of regional travel corridors.

Note that Vision Statement 11 and 12 were not fully discussed due to time limitations. Both of these statements will be reviewed at a future Great Reach workshop, perhaps October 16, 2013.

The team also received six handwritten comments on the Vision Statements. Suggested edits to the Vision Statements are noted in bold and underlined text (removal of text is indicated by strikethrough). The closing section details the general comments submitted by participants who filled out the questionnaires.

Vision Statement #1	Support	May Support If...	Do Not Support
Costa Mesa is a vibrant, engaged community that embraces its history, values its eclecticism, and promotes economic growth for residents that sustains high quality of life for residents .			

- Change the statement to conclude as "...and promotes quality of life."

Vision Statement #2	Support	May Support If...	Do Not Support
Costa Mesa will aspire to always be an inclusive, multi-generational, and economically and ethnically diverse city.			

- It is not the city's job to micromanage demographics.

Vision Statement #3	Support	May Support If...	Do Not Support
Costa Mesa is a community of distinctive neighborhoods which will try to maintain the character of these specific areas, where young families, families with school-aged children, singles, and seniors live in a mix of housing types.			

Vision Statement #4	Support	May Support If...	Do Not Support
Costa Mesa will encourage "smart growth" not become stagnant; the city will change over time to			

be aware of anticipate demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs.			
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- A Vision Statement as a future-to-be should not have a negative.
- The statement should end after "...the city will change over time."

Vision Statement #5	Support	May Support If...	Do Not Support
A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports specific categories of the tax base, and sustains the ability of the City to provide high quality services for all residents, including expanded housing opportunities at all income levels.			

- May support if it is at all income levels.

Vision Statement #6	Support	May Support If...	Do Not Support
Costa Mesa's retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; to and from auto-oriented boulevards to an internationally recognized shopping mecca.			

- Reduce strip centers. We are over-retailed.

Vision Statement #7	Support	May Support If...	Do Not Support
Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.			

Vision Statement #8	Support	May Support If...	Do Not Support
Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will maintain continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.			

- May support if there is smart park planning.

Vision Statement #9	Support	May Support If...	Do Not Support
Costa Mesa will encourage incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an			

improved environment for future residents and businesses.			
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- May support only to the extent it does not inhibit good projects.
- The City already does this.

Vision Statement #10	Support	May Support If...	Do Not Support
Costa Mesa is a City of the Arts: a “place” to experience and enjoy visual and performing arts and cultural events. The City supports fosters creativity and cultivates cultural enrichment and lifelong learning.			

- The City doesn’t need to micromanage the arts.

Vision Statement #11	Support	May Support If...	Do Not Support
Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa’s road network will be retrofitted to put local mobility needs first. New developments and public spaces will be designed with transit, pedestrians, and bicycles in mind.			

- Is this all over Costa Mesa?

Vision Statement #12	Support	May Support If...	Do Not Support
As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa’s growth and productivity are not stifled.			

- No Banning Ranch traffic on Costa Mesa streets.
- Which business areas will be considered?

General Notes

- The City needs to promote good development that has walkability and sustainable use. Density should be allowed near major retail, performing arts, and other attractions and entertainment.
- The community has become too scared about density, but with good projects (Fairfield development) you see very little negative impact and instead enjoy neighborhood improvements.
- The City Council should not allow any flow-through traffic from Banning Ranch onto 17th Street (or any other Costa Mesa street). The City would never allow another city to offload traffic problems onto our streets.
- All of these suggestions must result in higher densities that our current development standards do not handle responsibly.

- We must not compromise economic and residential freedom of movement; any accommodation for pedestrian transit & bicycle transportation must be supplemental and not supplant existing automobile transportation

GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS

Proposed Vision Statements	Support	May Support It...	Do Not Support
1. Costa Mesa is a vibrant, engaged community that embraces its history, values its eclecticism, and promotes economic growth that sustains high quality of life.	9	6	4
2. Costa Mesa will always be an inclusive, multi-generational, and economically and ethnically diverse city.	11	4	5
3. Costa Mesa is a community of distinctive neighborhoods, where young families, families with school-age children, singles, and seniors live in a mix of housing types.	8	3	4

TOTAL

Proposed Vision Statements

	Support	May Support If...	Do Not Support
4. Costa Mesa will not become stagnant; the city will change over time to anticipate demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs.	9 5	12 5	5 1
5. A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports the tax base, and sustains the ability of the City to provide high quality services for all residents, including expanded housing opportunities at all income levels.	4 7	7 14	6
6. Costa Mesa's retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; and from auto-oriented boulevards to an internationally recognized shopping mecca.	5 11	9 13	3

Proposed Vision Statements

	Support	May Support If...	Do Not Support
4. Costa Mesa will not become stagnant; the city will change over time to anticipate demographic shifts and respond to demands of its populace. At the same time, these changes will respect and preserve the historical context and character of our city while adapting to meet community needs.	4	7	4
5. A healthy economy means a healthy community. Costa Mesa will continue to foster conditions that create a healthy and diverse economy, one that retains and attracts new businesses and industries, supports the tax base, and sustains the ability of the City to provide high quality services for all residents, including expanded housing opportunities at all income levels.	3	5	6
6. Costa Mesa's retail districts will continue to provide a welcoming diversity of shopping opportunities, from a thriving small-town downtown feel to eclectic, placemaking gathering spots; and from auto-oriented boulevards to an internationally recognized shopping mecca.	6	4	3

Proposed Vision Statements	total		
	Support	May Support If...	Do Not Support
7. Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.	 12 3	 7 10 3	 1 3
8. Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.	 11 5	 14 4 5	 5
9. Costa Mesa will incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an improved environment for future residents and businesses.	 13 5	 12 9 6	 6

Proposed Vision Statements	Support	May Support If...	Do Not Support
7. Costa Mesa will promote and embrace an entrepreneurial spirit, welcoming incubator businesses that grow the economy.	 9	 4	 2
8. Costa Mesa recognizes its long-term obligations to provide parks and open spaces for residents in all life stages. The City will continually enhance established parks and recreation facilities and encourage a diversity of flexible new spaces to meet evolving needs.	 6	 3	 5
9. Costa Mesa will incorporate sustainability principles into planning activities and decisions, thus fostering good environmental stewardship and an improved environment for future residents and businesses.	 8	 3	 6

TOTAL

Proposed Vision Statements	Support	May Support If...	Do Not Support
10. Costa Mesa is a City of the Arts: a "place" to experience and enjoy visual and performing arts and cultural events. The City fosters creativity and cultivates cultural enrichment and lifelong learning.	12 25	0	2
11. Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa's road network will be retrofitted to put local mobility needs first. New developments and public spaces will be designed with transit, pedestrians, and bicycles in mind.	8 22	5 7	2
12. As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled.	6 15	6 11	2

Proposed Vision Statements	Support	May Support If...	Do Not Support
10. Costa Mesa is a City of the Arts: a "place" to experience and enjoy visual and performing arts and cultural events. The City fosters creativity and cultivates cultural enrichment and lifelong learning.	13		2
11. Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa's road network will be retrofitted to put local mobility needs first. New developments and public spaces will be designed with transit, pedestrians, and bicycles in mind.	14	2	2
12. As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled.	9	3	2



Great Reach Workshop City of Costa Mesa September 18, 2013 Circulation Element – Part 1

Meeting Summary

Approximately 40 community members participated in the 90 minute workshop held in Costa Mesa's Emergency Operations Center located at 99 Fair Drive, Costa Mesa.

The workshop began with an overview of the Circulation Element, addressing the current circulation System, the relationship to the County Master Plan of Arterial Highways and the current policy for level of service at city intersections. Raja Sethuraman, City Traffic Engineer was the presenter for the first part of the workshop. The second part of the workshop addressed the Bike Master Plan Update and was presented by consultant Rock Miller, Senior Principal at Stantec. The bike presentation described the existing biking system, defined the typical bike infrastructure and common bike deficiencies that are associated with built-out communities. The workshop continued with an interactive activity that allowed the participants to comment on both the Circulation and Bike system, and to make infrastructure recommendations. The participants' comments were recorded and various bike maps and circulation maps were available for the participants to post their comments. At the end of the evening, consultant Rock Miller reviewed all of the bike recommendations with the workshop attendees.

The following questions were noted and discussed during the workshop:

Circulation Element

- How did Bluff Road get added to the MPAH?
- When developers apply for variances for higher densities, does the City take into account the parking and traffic problems associated with those variances?
- Does the City look at the impacts of projects? For example, Harbor/ Mesa Verde Dr. East and how that traffic will impact the existing conditions?
- New development approvals do not require enough parking.
- What does it mean when roadways are "downgraded?"

Bike Master Plan Update

- Stripe one-way arrows to prevent bicyclists from riding in the wrong direction
- Are bikes allowed to ride on sidewalks?
- Bike facilities/racks are needed to promote bicycling.
- Recent Broadway improvements – traffic calming project or bike project?
- Will BMP consider future population centers when making recommendations for future bike infrastructure?
- Request for bike transportation systems to reduce traffic.
- Cyclists don't obey traffic rules; city policies should encourage people to bike responsibly and bicycle education programs are needed.
- Do other cities provide bells (for bicyclists) to warn pedestrians?
- What is policy to handle bicyclists that ride impaired (i.e., drunk riding)? Are bicyclists cited?

Master Plan of Highways Update

- Do not construct a bridge over the Santa Ana River along Gisler Avenue.
- Bluff Road should not be constructed and should be removed from the Master Plan.
- The lane drop (converting through lane to a right turn only lane) in the Southbound direction along Newport Boulevard at 18th Street results in traffic congestion (queuing) along southbound Newport Boulevard.
- Better signage and alignment of lanes on eastbound 17th Street just before Superior Avenue and from Superior Avenue to Newport Boulevard.
- Parking is not adequate at the commercial center at the northwest corner of the intersection of Harbor Boulevard/Adams Avenue and west of Harbor Boulevard between Baker Street and Nutmeg Place.

Roadshows

May 29, 2013

June 5, 2013

July 10, 2013

August 20, 2013

August 27, 2013

Great Reach Roadshows Summary

May 29th – Meeting with Building Industry Association (BIA Orange County)

The meeting was held at Conference Rm 1A. The meeting notice was provided to all BIA membership; however, only two representatives of BIA Orange County were present (Mike Balsamo, CEO, and Victor Cao, Government Affairs Manager). Councilmember Wendy Leece also attended the meeting. There were four staff in attendance and approximately 10 community members.

The BIA did not address any specific issues or project specific hurdles with Costa Mesa; only expressed general consensus from the development community regarding: a) certainty in the process, b) providing housing to a variety of population, and c) expedited review.

Councilmember Wendy Leece suggested that staff schedule a meeting with ULI and receive their input for the General Plan update.

June 5th – Meeting with Chamber of Commerce

The meeting was held at Conference Rm 1A. There were approximately 5-6 community members including Ed Fawcett of Chamber of Commerce, Councilmember Wendy Leece, five staff members, and two property owners were in attendance (George Sakioka and Diane Prichett of South Coast Metro Alliance). They suggested that staff attend one of their board of directors meetings.

Diane Prichett mentioned issues related to the Anna Mesa motel and their transient population in proximity to the office parks. George Sakioka mentioned that most people only deal with the general plan as it relates to their day to day lives such as traffic, school, etc. He suggested a 6-7 question survey and may be even a positive survey such as asking "What do you like about certain areas in Costa Mesa"? Someone suggested posting a survey on the Chamber of Commerce website.

List of attendees: Wendy Leece, George Sakioka, Diane Prichett (South Coast Metro Alliance), Jay Humphrey, Rick Hoffman, Ed Fawcett, Tamar Goldmann, Claire Flynn, Tony Gardea, Raja Sethuraman, Pritam Deshmukh, Minoo Ashabi

July 10th Roadshow

General Comments from builders:

- Current City rules and guidelines are easy to read and consistent in enforcement.
- The City is allowing more variances but this is too risky for small developers to try to request variations and deviating from the standards.
- Some sites are oddly shaped and there should be more consistency on the basis that variances are granted. A property that is approved for development of 14 units through variances, when complying with all the standards and guidelines will only be allowed 12 units. In some instances, as many as 7 variances were granted including providing only 29% open space vs. 40%. Is there a limit to the number of variances granted?
- Small lot subdivision for detached SFR development should remain a policy to promote ownership/ housing.
- The parking standards should be relaxed. The four space requirement for a 3 bedroom unit is too high; 1.75 spaces per unit works. Parking design drives the layout of projects
- Lower parking ratios work with proper management to not allow garage to be used as storage.
- The use of compact parking spaces for residential projects should be left up to the developer but the smaller spaces exclude buyers with larger vehicles.
- 18' x 18' garage works for most units instead of the 20' X 20' because the sides of garages are usually used as storage.
- Floor Area Ratio (FAR) and density should be increased to allow more vertical projects with higher densities
- Consider using average setbacks instead of straight line setbacks.
- Allow increased density and height to incentivize development on the Westside. The existing 13 du/acre does not work for reinvestment.
- Property owners are not motivated to sell industrial properties for conversion to other uses.
- Reconsider traffic neutrality for new development.
- More communication and transparency would help foster community trust with developers.
- Higher density does not mean lower quality development.
- Providing housing at various price ranges is necessary to address the community's needs.
- A certain percentage of existing housing supply is obsolete and needs to be rebuilt.

**General Plan Update Survey
Home Builders Roadshow**

1. During the past 5 years have you had a project approved and constructed in Costa Mesa?	
Yes	5
No	2
Project in process	1
Obtained entitlement (no construction)	1

2. What is the housing market that you are focusing on?	
Single family detached or custom homes	2
Small lot subdivision	4
Attached condominiums	5
Apartment housing	6

3. Comparing to other Orange County cities, how do you find the entitlement process in Costa Mesa?	
About the same	4
Streamlined and accommodating to new development	2
More stringent than other cities	0

4. In your opinion, what development standards are most critical in developing a site plan?

- Parking requirements drive the site plan layout
- Floor Area Ratio (FAR), density, parking, setbacks, open space requirements
- Parking for rental housing
- The specific standards aren't as important as knowing what they are well in advance via a specific plan or overlay zone
- Setbacks, height limits, density, parking ratios
- Setbacks and F.A.R
- Density and parking ratios

5. In your experience, what development incentives can promote revitalization of west side Costa Mesa?

- Streamlined entitlement processing, broader/more flexible land use requirements
- Variances and density bonuses for community benefits, including affordable housing elements
- Small lot subdivision
- Density bonus, reduced parking from current Costa Mesa Standards
- Flexibility via deviations and variances, garage sizes, FAR., setbacks, residential density needed is 25-35 du/ac
- Increased density (25-60 du/ac), reuse opportunities, flexible zoning, reasonable parking ratios, community benefit fees, parks included into communities

6. What would be the best approach for infill housing development?	
Increase overall density for multiple family residential zones	3
Master plan including mixed densities and variety of housing types	2
Mixed use development (commercial and residential)	1
High density development along commercial corridors	1

7. The City's Residential Design Guidelines recommends a ten-foot 2nd floor setback and 80% second floor to first floor ratio to address bulk and massing of two-story structures. From a design standpoint, what suggestions can you provide for better massing of two-story homes?

- The 10ft setback (atop a 5ft. 1st floor setback) is expensive from a structural standpoint
- More flexible standards that allow for a variety of products
- Massing is a function of many factors and the 80% rule is restrictive. Factors such as roof massing, elevation enhancements, saw toothed edges, and site planning can better accomplish the objective
- Allow more horizontal articulation vs. vertical; second floor setbacks can be difficult due to structural issues

8. Do you know of an approach (a program, a zoning code, etc) in other cities in which you have had residential developments that would be of benefit to home builders in Costa Mesa?

- Huntington Beach specific plan and Irvine, IBC
- Laguna Niguel's approach to the gateway specific plan
- City of Los Angeles small lot subdivision
- Irvine business complex – overlay/trip transfer program
- Small lot residential similar to LA city
- Laguna Niguel Gateway/Irvine IBC

9. Other comments

- Minimizing uncertainty in the process helps the development community.
- Knowing the rules and knowing they will be uniformly enforced is necessary.
- Land purchase is the key cost to development.

Great Reach Roadshow Summary

August 20, 2013 – Meeting with Eastside Neighbors Group

The meeting was attended by several residences, the City Mayor and one Planning Commissioner. The meeting started with a short presentation on the status of the General Plan update. The attendees questioned how many workshops and roadshows have been held to date and how are these meetings publicized.

Staff responded that there have been 5 workshops, and 3 road shows for the General Plan update focusing on visioning, land use, and housing. There will be two workshops in September and October focusing on circulation. The meetings are posted on the website and an eblast is provided to the interest list that has been accumulated throughout the process.

The Eastside Neighbors Group indicated their vision statement as “Protect, Identify, Make safe, and Beautify”; and, the group supported the recently completed street improvements on Broadway with medians, landscaping and bikeways, since it has made the street more desirable for walking, biking and neighbor to neighbor interaction.

The following issues were raised and discussed:

- Homeownership vs. rental desired – it was noted that the new development should promote homeownership and support site designs that do not convert to rental units in near future.
- Infill development – majority expressed that the infill residential should be compatible with the surrounding properties and include adequate on-site guest parking so that the street parking is not impacted. The street parking is limited and currently used by rehab homes, higher density developments and neighboring commercial uses.
- Traffic – the excess traffic due to increase density and development of Banning Ranch was expressed.
- Parks – it was noted that the new smaller units with limited open space increase the need for neighborhood parks.
- Variances – it was noted that interpretation of policies and variance allowance has changed over the years; allowing variances have a detrimental effect on the neighborhood (recently approved 14-unit project on Tustin Avenue and 8-unit project under review on Santa Ana Ave.).
- General Plan Policies – it was noted that the General Plan policies need to reflect the desire to hold down density and maintain the existing look, charm and character of east side.
- Retain sense of community – the thriving Commercial uses are good, but parking impacts the residents and no LED signs.
- Small Lot Ordinance - The group noted that the proposed small lot ordinance should provide for decent set backs and respect existing neighbors yards “Look and feel” of the neighborhood.

- Aesthetics – the need to include policies to reduce or underground utility lines, and wireless antennas.

The mayor referred to the issues with operation of some motels, the unfortunate condition of families living in motel rooms, and tradeoff of removing crime to change Node Zoning potential. He also referred to other upcoming ordinances to limit the city cost for number of police calls related to motels.

A few appreciated the city's effort to provide additional workshops and public outreach programs for the General Plan update.

Staff receives comments and varying opinions on a number of subjects and issues related to the General Plan and staff only reports the issues raised at the meetings. Staff is meeting with a broad cross section of stakeholders in the community including residents, land owners, business owners, community groups, builders and developers, and others. All of this information is being compiled and will be provided to the decision makers as we move through the General Plan Update process.

Great Reach Roadshow Summary

August 27, 2013 – Meeting with BIA

The meeting was attended by 15 residents and the BIA representative (Mike Balsamo and Victor Cao).

This meeting was a follow up of a meeting held on May 29, 2013 with BIA. On August 19, 2013, the BIA submitted a letter to the City Council stating the position of their membership with regards to desirable residential densities for Costa Mesa (attachment).

Mr. Balsamo stated the objectives of the letter and provided information on what other Orange County cities were doing to address population growth and housing needs in the region. He referred to the following points to be considered in development of the General Plan policies:

- No change alternative for Costa Mesa is not competitive in the current market conditions of Orange County.
- Senior Housing and infill housing are inevitable for the future of Costa Mesa.
- General Plan policies should address the change in population and housing needs. For example, new rental housing is not the same as what is currently in Costa Mesa. The apartment complexes are provided with modern amenities, in proximity to transit and freeways and are very popular with the young professionals.

The following issues were noted by the attendees and discussed:

- Infrastructure Improvements - there are benefits to new development, such as improved infrastructure in the roadways, undergrounding utilities, etc.
- Homeownership vs. rental development– new development should promote homeownership and support site designs that do not convert to rental units in near future. In addition, the new housing on the Westside will increase property values and make the area unaffordable to most families.
- Infill development – infill residential should be compatible with the surrounding properties and include adequate on-site guest parking so that the street parking is not impacted. Developers need to improve their outreach with the adjoining communities and addressing their concerns. There needs to be adequate infrastructure to address new development at higher densities.
- Consolidation of Parcels – this is not offered by builders and the propose projects are on isolated parcels and do not improve the neighborhoods.
- Small Business Operation – this is vital to Costa Mesa and the residents for job/housing balance.
- Preservation of Eclectic Neighborhoods – city policies should address preservation of eclectic neighborhoods.

**General Plan Update Survey Results
Eastside Neighbors Group – August 20, 2013**

1. In your opinion, what are Costa Mesa’s greatest strength and assets (check the top FIVE)?

Location	8
Neighborhoods	6
Arts/Entertainment	5
People	5
Parks	4

2 . Please select the top FIVE community values that are important to you.

Preserve neighborhood character	8
Manage traffic and circulation	7
Preserve open space	7
Maintain safe communities	6
Enhance and create parks	4
Promote walkability and bikeability	4

3. Please identify the top FIVE focus areas for the 2013-2023 General update

Traffic/Circulation	7
Residential density	6
Public Safety	6
Parks/Open space	6
Natural Resources	4
Ownership Housing	4
Affordable Housing	1
Schools	1
Arts/Culture	1
Commerce/Business	1
Sports Fields	1

Other Comments:

- Increase home ownership
- Reduce impacts of motels
- Maintain existing overlays to allow Westside to redevelop
- Seek high quality rental
- Libraries
- We care about the impact of rehab homes and to the extent that we can, we want to minimize those.

5. What do you envision for the East side community in the next 20 years?

- Overbuilt
- Under-parked
- Difficult to travel at certain times of day
- Increased bikeability and walkability
- Improve Alleys
- Improve sports fields and lights
- Continue revitalization of 17th street
- Continue traffic calming measures
- Support reduction of airport noise
- Plant more trees
- Increase sidewalks
- Clean up bootleg building and rental units
- Develop solutions to reduce the number of sober living facilities and improve the operations of those that remain
- No rehab/sober living homes
- Fewer bars/ liquor stores
- Less crime
- Fewer cars and more bikes
- Modern central library
- No cell phone antenna towers
- Underground utilities
- No more multiple homes on lot originally developed with one home
- A quaint well planned and maintained community
- Low density housing
- Associated traffic
- Dedicated residents and elected officials committed to preserving quality of life
- What we want is to protect, identify, to beautify and make it safe
- We need to discourage more density and focus on more home ownership
- Less cut through traffic

6. Other comments

- Maintain existing overlays
- Update Newport boulevard plan
- Fix “trips” to enable Westside redevelopment
- Remove cell phone tower on 20th and Tustin
- The focus on our eastside Costa Mesa Neighbors group is to protect, identify, beautify and make safe
- Dedicated guest parking must be included in all new developments
- We do not want infill projects that are significantly more dense than the existing properties
- We care about signage and do not want to allow LED’s
- We care about noise and making sure the commercial areas aren’t negatively impacting the neighborhood