

**General Plan Update Survey  
Home Builders Roadshow**

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

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

| <b>3. Comparing to other Orange County cities, how do you find the entitlement process in Costa Mesa?</b> |   |
|---|---|
| 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

| <b>6. What would be the best approach for infill housing development?</b> |   |
|---|---|
| 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 2<sup>nd</sup> 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. 1<sup>st</sup> 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.